JUNE 5, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

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● In only two other states of the nation are the citizens better drug store patrons than in Colorado. The average expenditure of each Coloradan in drug stores last year was $29.65, according to data compiled by Drug Topics, exceeding the national average of $21.56 by 37½%. Nor is this a wartime bubble. In 1939, Colorado ranked second in per capita drug store sales.

The Denver Market, which embraces the bulk of Colorado buying power, is one of today's best fields for the promotion of drug products in the country, and KLZ is, for many reasons, its most effective medium of sales promotion.

WOULD YOU LIKE TO REACH . . .

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The Kiddies Karnival has a ready-made audience—backed by fifteen years of continuous performance over WSPD.

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TOLEDO, OHIO

5,000 WATTS

IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*

A FORT INDUSTRY STATION

Just Ask Katz

104 of 106 independent stations want "better pictures":

PREWAR COARSE-GRAIN

PROPOSED POSTWAR FINE-GRAIN BLACK & WHITE

PROPOSED POSTWAR FINE-GRAIN FULL COLOR

Results of a poll by the Columbia Broadcasting System . . .

CBS sent its recent illustrated report "Television" to independent stations who must provide the studios and transmitters of postwar television as well as its program service. The report compared prewar and postwar potentials (as they are compared on the preceding page from the same plates). Against the background of the report, CBS put to its affiliates five simple and cardinal questions, to which 106 replies were received:

BETTER PICTURES? Even though it may take a year or two after the war to accomplish it, do you believe that the degree of improvement over prewar television standards represented by the "postwar" illustrations in this report justify the concerted efforts of manufacturers, of broadcasters, and of government?

98%: YES

2%: "DON'T KNOW"

FULL COLOR? Do you think full-color television as shown and described in this report would increase the effectiveness and popularity of television, compared with black-and-white? (If yes, please indicate approximate percentage increase.)

100%: YES (THE STATIONS ESTIMATE COLOR ADDS 250% EFFECTIVENESS)

SET SALES? If you have seen any black-and-white television pictures, *not* on so-called "closed circuits" but as received on a television set from *actual broadcasting*, do you believe they are good enough to induce *widespread* consumer purchasing of receiving sets at $200 and up?

83%: NO **17%: YES**

1 HR. BEFORE EYESTRAIN? Do you believe present pictures are "good enough" to permit *continuous* viewing of television programs for at least *an hour without* eyestrain?

57%: NO **43%: YES**

2 HRS. BEFORE EYESTRAIN? Do you believe present pictures are "good enough" to permit continuous viewing for at least *two hours* without eyestrain?

97%: NO

3%: YES

...and the stations added these opinions:

WRVA Richmond:...we, at WRVA, agree fully with CBS on this subject.

We much prefer that the present ballyhoo regarding the instant development of television be eliminated, and all efforts concentrated on the rapid development of perfect television, which seems to be within our grasp shortly after the war's end.

...we heartily endorse the CBS reasoning on the subject as outlined in your report.

C. T. Lucy

WCAO Baltimore: I have seen television demonstrated both in England and in this country, portraying the standards that exist with television...as of today. Noting the public's reaction, as well as my own, I do not believe that television will come to stay until the picture shown is sufficiently larger, cleaner and more detailed to permit a family of five to see what is going on, without exerting any great amount of effort on their part.

This would be on a basis comparable to the present home moving pictures.

L. Waters Milbourne

WGAR Cleveland: Yours... is the first realistic statement I have seen on the subject for a long time. There have been so many overly optimistic statements on television, many of which to me seemed entirely promotional and made by interests who had everything to gain in the sale of television transmitters and television receiving sets.

From the standpoint of the broadcaster and the public, too little practical thinking has been done.

John E. Patt

WGPC Albany, Georgia: The issue seems fairly clear. Shall the patient (television) rock along—not ready to die but without vigor, color or a chance for real healthy growth? Shall we perform an operation, discomforting the patient for a time—but putting him in position to attain vigor, development, growth and color?

I would vote for the operation.

Abner M. Israel

WTAG Worcester: Your statement on television is the best, most honest, forceful and intelligent yet given on the subject.

I shouldn't like having to defend an opposing position.

E. E. Hill

KGGM Albuquerque... KVSF Santa Fe: I certainly must congratulate you personally and the Columbia Broadcasting System for having the courage to point out and carry on a fight against the exploitations of the broadcasters and the public, who will be equally the goats in the event that the technical problems are not properly solved before going ahead.

While the problems of the broadcasters seem more serious to us inasmuch as we are in that business, it seems to me that the public, who will have a bunch of expensive, useless television sets unloaded on to them, "will have a seat in the game"...

A. R. Hebenstreit

WCAU Philadelphia: I feel that color television on higher frequencies will be much better than technicolor in moving pictures, as shown today.

Color television will also help distinguish backgrounds. In black and white there is no depth—it is like viewing an object with only one eye. A person standing in front of a pole would appear to have the pole growing out of his head. In color this would be separated. Freak pictures would be cut to a minimum.

Leon Levy

WERC Erie: Instead of using prewar television after the war, we should have the very finest possible first to keep down any objection to quality—which will be compared to magazine posters and other printed advertising if inferior. It would also be a reassuring factor to a buyer of a set who then might be assured that he won't have to change sets in a short time.

Charles Denny

WHAS Louisville: All television pictures will eventually be in color, even if postwar television starts as black and white. Now would be the best time and the economical way to do the job. The investment in television is practically nothing. Besides, the public in areas who have had no prewar television should not be penalized by using old standards to keep a few thousand sets from becoming obsolete. As a matter of fact, they probably are obsolete at this moment.

Prewar standards were too low, even for black and white, for a commercial service. If progress has been made as indicated in the CBS booklet, color television should be standard with at least as good definition as shown for the 16 megacycle band width.

Unless engineering considerations dictate otherwise, all channels should be at a location so that a listener can select any one program. A location should be chosen so that there is space for adequate band width necessary for high definition, full color pictures.

Mark Ethridge

KTSA San Antonio: I would be the last to discourage development in either frequency modulation or television. I certainly am for encouraging experiments in and development of this new art in any way possible but I do feel, until the industry is sure that development has reached a level to assure its economic stability, its development should be carried on strictly in a laboratory and on an experimental basis.

...I believe you are absolutely right. If we knew there was no higher band on which to broadcast video programs, I would say to push it as hard as possible in its present stage of development. However, with my very limited knowledge of its technical aspect, I say...the industry should continue its laboratory and experimental development until we are sure.

O. L. Taylor

WDRC Hartford:...a magnificent job...Certainly no one could disagree with the technical facts as presented, and due cognizance was taken at the opposing point of view. I can only hope that it accomplishes its purpose.

Franklin M. Doolittle

(more on next page)

WKBW Buffalo: ...there is one fundamental which I think has been overlooked during all of the sensational ballyhoo of the past year.

It deals with the public and centers around "ease of consumption." What has made radio broadcasting the popular and useful instrument of today is the fact that with a minimum of effort, it can be consumed.

Until far better television pictures are achieved—pictures which cause no eyestrain, I cannot visualize ease of consumption for television.

Columbia should be commended for the position it has taken.

I. R. Lounsberry

WRBL Columbus, Georgia: It is better to engineer for the *best* now and possibly delay full scale introduction of television—than to invest millions more in prewar standards and thus require these millions to be plowed under by obsolescence later.

J. W. Woodruff, Jr.

KRNT Des Moines . . . WMT Cedar Rapids . . . WNAX Sioux City-Yankton: At any rate, this is certainly the time to make the decision, based upon the best engineering advice obtainable, and you are to be congratulated for putting the thing out onto the table.

Craig Lawrence

KFH Wichita: We believe Columbia is on the right track in insisting that the latest developments in television should be put in to use even though it may mean the loss of investment in some prewar equipment.

It seems to us that with television being the tremendous undertaking which it is, we should do everything possible to make it as near perfect before offering it for general use.

Plez S. Clark

WFBL Syracuse: May we congratulate CBS on the manner in which they have presented the prewar vs. postwar television problem. We at WFBL are in accord with your views and further believe that until such time as the proper frequency allocation and definite postwar standards have been determined, television should not be presented.

Samuel Woodworth

KTUL Tulsa: You're right 100%. Postwar television must equal and better any commercial pictures in magazines and on billboards and must be as free from eyestrain and equally entertaining as the commercial movies.

John Esau

WGAN Portland, Maine: We of WGAN believe that the sale of television sets and receivers should be publicly exploited only after the war when it will be possible to incorporate therein all the latest developments up to that point: that premature promotion will be detrimental to the industry.

C. E. Gatchell

WFBM Indianapolis: In my opinion, your television report makes a very good—almost an unanswerable—case for fine quality color production, as opposed to mediocre prewar efforts.

I am confident American technical genius will solve the problems that remain without much delay.

Harry M. Bitner

WAIM Anderson: One conclusion is inescapable: CBS is way out front on the road to realization of a dream in which all broadcasters and the public have a big stake.

Wilton E. Hall

WTAD Quincy: We certainly believe that television as shown and described in your report should, without question, be the immediate goal of all concerned. I believe to approach the problem on any other basis, would unquestionably be wrong. It's like comparing the old crystal receiver with its cat whisker of twenty-five years ago with the modern super-heterodyne receiver of today, or the old gas light and kerosene lamps with modern incandescent and fluorescent lighting.

Let's not be satisfied with any half way measures, let's all apply every ounce of ingenuity and skill that we possess and even though there may be a short delay when the finished product is ready, I am sure that the delay will be justified.

Walter J. Rothschild

KQW San Francisco: I wish to compliment you on the wonderful job of presenting the story of television in black and white and color, as it is a very difficult thing to handle. I think it has been handled in this book in a remarkable manner.

...I agree with the statements in the brochure.

Ralph R. Brunton

WDWS Champaign: You folks are to be commended highly for the intelligent foresight you have shown in making this data available to broadcasters and advertisers.

I will predict its effect will be definite in crystallizing opinion in favor of better television...As broadcasters we feel it would be highly impractical to consider anything but the ultimate after the war.

Frank R. Mills

NOTE: *A copy of the original report "Television" which explained the issue in detailed text and pictures, will be mailed on receipt of responsible request.*

This is CBS...
the Columbia Broadcasting System

IF YOU'VE SOMETHING

TO **SELL**

SELL THOSE WHO **BUY**

AND SELL THEM

WHERE THE SELLING IS A

"PROVED SUCCESS"

3 TYPICAL WPEN "PROVED SUCCESSES"

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Monday thru Saturday
9 A. M. to 12 Noon

★**950 CLUB**
Monday thru Saturday
2 P. M. to 5.15 P. M.

★**NITE CLUB OF THE AIR**
Monday thru Saturday
10.30 P. M. to 12 Midnight

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WWL Advt.
July 1941

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NEW ORLEANS

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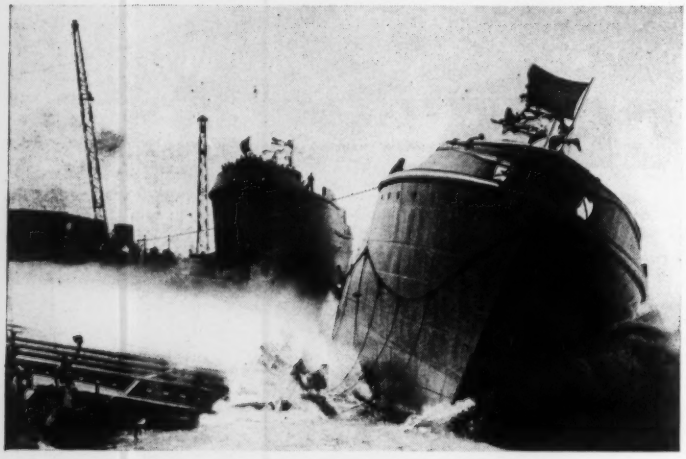
PENDLETON SHIPYARDS



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In The South's Greatest City

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CLEAR CHANNEL

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Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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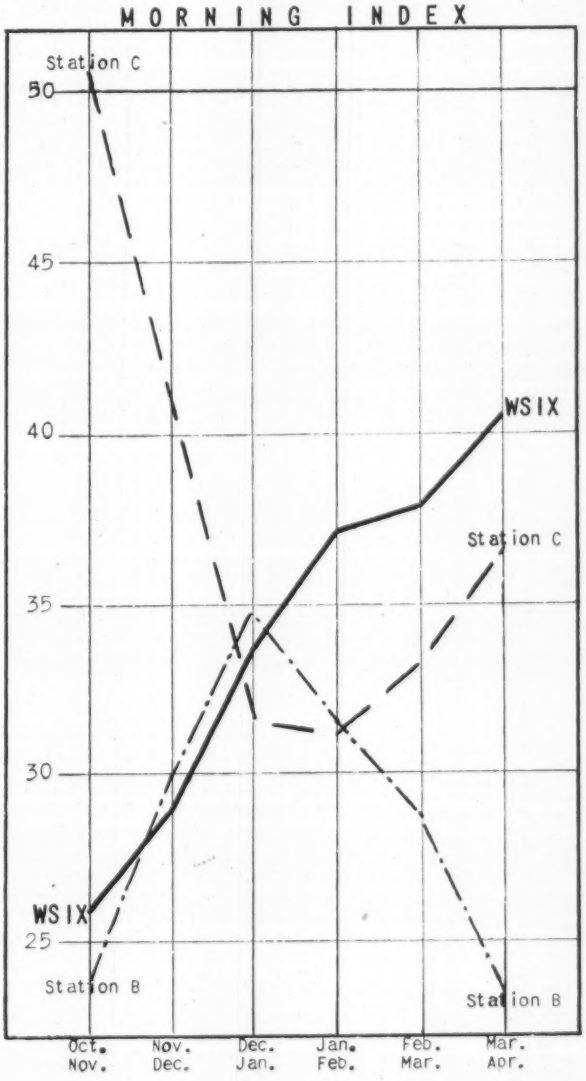
HOOPER LISTENING INDEX OCT.'43-APR.'44

MORNING INDEX



Morning Index (8 A.M.-12 Noon)

	WSIX	Station B	Station C
Oct.-Nov.'43	25.7	23.7	50.6
Nov.-Dec.	28.8	29.9	41.3
Dec.-Jan.	33.7	34.8	31.5
Jan.-Feb.'44	37.3	31.5	31.2
Feb.-Mar.	37.8	28.9	33.3
Mar.-Apr.	40.4	23.3	36.3

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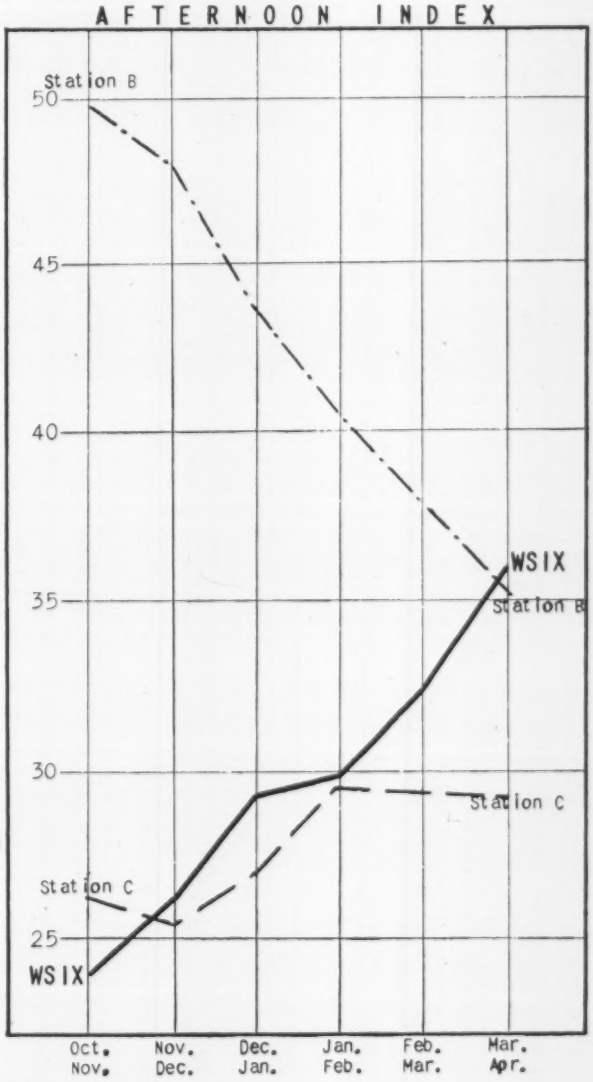

Afternoon Index (12 Noon-6 P.M.)

	WSIX	Station B	Station C
Oct.-Nov.'43	23.8	49.9	26.3
Nov.-Dec.	26.2	48.2	25.4
Dec.-Jan.'44	29.3	43.8	26.8
Jan.-Feb.	29.8	40.6	29.6
Feb.-Mar.	32.4	38.1	29.5
Mar.-Apr.	35.8	35.1	29.1

5,000 WATTS — 980 KC

WSIX "The Voice of Nashville" NASHVILLE, TENN.

Represented by the Katz Agency

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Vice-President, Botsford, Constantine & Gardner, San Francisco

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●And some of our better friends among stations and advertisers have told us that we've contributed a bit to the process. If so, we're even prouder than ever of the new adult!

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KOB	ALBUQUERQUE
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BROADCASTING
and
Broadcast Advertising

Vol. 26, No. 23 WASHINGTON, D. C., JUNE 5, 1944 $5.00 A YEAR—15c A COPY

Strikes at 12 Stations Averted by WLB

Status Quo Order Stops Petrillo Platter Plan

By JACK LEVY

THE NATIONAL War Labor Board last week intervened in time to prevent technicians' strikes from materializing at 12 NBC, Blue and Mutual stations and possibly some 50 CBS and independent stations, at the same time preventing James C. Petrillo, president of the American Federation of Musicians, from taking over operation of turntables at all network-owned stations.

Holds Status Quo

Taking jurisdiction in the dispute between the National Assn. of Broadcast Engineers & Technicians and NBC, Blue and WOR New York, the Board Wednesday sent the following telegram to the networks and the two unions:

Re: National Broadcasting Co., Blue Network, and Bamberger Broadcasting Co. and American Federation of Musicians, AFL, and National Assn. of Broadcast Engineers and Technicians, case No. 111-8312-D. On May 27, 1944, the Secretary of Labor certified to the National War Labor Board the dispute in the aforementioned case.

Pending an immediate investigation by the Board of the issues in dispute, the parties are requested to maintain the status quo by continuing operations under all the terms and conditions which prevailed when the dispute arose. Such action on the part of the parties will be without prejudice to their respective rights.

The telegram was signed by Leonard L. Berliner, acting director, Disputes Division.

Immediate compliance with the Board's request was granted by network officials who advised Allan T. Powley, NABET president, that no change in jurisdiction over platter-turners would be permitted in stations under contract with NABET until the case is settled. Similar assurance by Mr. Petrillo had not been given as BROADCASTING went to press.

As a result of the Board's action, strikes were averted in the following stations and studios served by NABET technicians: WEAF WJZ WOR New York, KPO KGO San Francisco, WMAQ WENR Chicago, KOA Denver, WTAM Cleveland, WRC Washington, D. C., and the Hollywood studios of NBC and the Blue.

In addition, members of the International Brotherhood of Electrical Workers had threatened strikes in five of the eight CBS-owned stations and a host of independent stations in which IBEW technicians have jurisdiction over turntables [BROADCASTING, May 29]. Although the Board's request to hold the status quo was not sent to CBS, which is not a party to the NABET dispute, it appeared that Mr. Petrillo would not be able to enforce his agreement with CBS giving him control over turntables on June 1 as long as the musicians are unable to move in at other network stations.

WCCO Serves Notice

It appeared likely, however, that IBEW technicians at CBS's New York outlet, WABC, would not resist an invasion of musicians to handle turntables. Mr. Petrillo already has control over platters in two CBS-owned stations, WBBM Chicago and KMOX St. Louis, but IBEW men at all other CBS outlets have served notice they will not allow the musicians to move in on their functions.

Latest among IBEW locals to oppose the agreement between Mr. Petrillo and Ed Brown, IBEW president, turning over handling of records to the AFM, is Local 1216, which has jurisdiction over turntables at WCCO Minneapolis. The union notified Mr. Brown on May 24 that all contracts under its jurisdiction with regard to platter spinning "will be enforced as written". The action of the local also applies to WLOL WDGY and WMIN in the Twin Cities.

Advised of the Board's action, Mr. Petrillo refused to make any commitment as to his projected plans to move in on turntable operations at all network-owned stations and eventually at all stations [BROADCASTING, May 8]. He indicated that a decision would be made following an AFM board meeting in Chicago which was to be held in advance of the AFM national convention beginning today (June 5).

As BROADCASTING went to press late Friday, the WLB had received no official word from Mr. Petrillo regarding compliance with its status quo request. All other parties to the dispute had notified the Board they would comply.

Despite the Board's action, NABET will not withdraw its 30-day strike notice filed with the National Labor Relations Board on May 10. Ballots were to be mailed out by NLRB over the week-end to determine officially whether the technicians would go on strike if the musicians take over platter-turning operations.

May Appoint Panel

NABET is pressing for early action by the WLB to settle the jurisdictional question and it is likely that a panel will be appointed to hold hearings on the case. There was some prospect, however, thta the Board itself may decide to handle the dispute because of its far-reaching character.

Official explanation of the Petrillo-Brown agreement assigning operation of records to the musicians was received last week by IBEW locals. The agreement was entered into, Mr. Brown advised his membership, "in order that there may be a combined and united effort by our International and the AFM to prevent encroachment of the jurisdiction of either by inside or outside forces".

One interpretation placed on this agreement by a union official was that with the musicians firmly installed at the turntables and another AFL union at the controls, Mr. Petrillo would be able to tie up station operations in order to enforce any further demands he might make. In making a deal with the AFM which precipitated this agreement, "the networks should have realized this", he said.

Meanwhile action on the legislative front was taken to stop Mr. Petrillo from interfering with the broadcasting of noncommercial, cultural or educational programs. A bill (S-1957) was introduced Monday by Sen. Vandenberg (R-Mich.) in behalf of Sen. Clark (D-Ida.), who is chairman of a Senate subcommittee to investigate the AFM.

The bill is the outgrowth of testimony presented last March [BROADCASTING, March 27] by Dr. Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., regarding Mr. Petrillo's interference with the annual summer broadcasts over NBC by students of Interlochen. Mr. Vandenberg told the Senate that the chief purpose of his bill is "to release music of American school children from the domination of James Caesar Petrillo".

Text of the bill follows:

A Bill to amend the Communications Act of 1934, as amended, so as to prohibit interference with the broadcasting of noncommercial cultural or educational programs.

Be it enacted etc., That the Communications Act of 1934, as amended, is amended by inserting, after section 329 of such Act, a new section as follows:

SEC. 330. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt educational institution, prepared and planned for presentation by radio or

(Continued on page 58)

ANNOUNCEMENT

SALE by Martin Codel, publisher, and his wife, Ella April Codel, of their 50% holdings in BROADCASTING to Sol Taishoff, editor and general manager, and his wife, Betty Tash Taishoff, was consummated last week. Mr. Codel recently resigned from the American Red Cross after service in the Mediterranean war theatre.

As a result of the sale, Mr. and Mrs. Taishoff become the owners of all the outstanding capital stock of BROADCASTING. The policies of the magazine will be continued as heretofore. The purchase was financed through the Smith Davis Co., Cleveland.

Mr. Codel, along with Mr. Taishoff, participated in the founding of BROADCASTING in 1931, as the first trade journal in the radio field exclusively devoted to the radio medium. He has not announced his future plans. Mr. Taishoff becomes publisher as well as editor.

WCOP to Cowles; Bulova Holds WNEW

KSUB Control to KSL; KLBM Is Sold to KBKR Owners

COMPLETING negotiations in progress several months, the Cowles stations group last week acquired WCOP Boston from the Arde Bulova radio interests for $225,000. The transaction is the second station acquisition by the Cowles stations within a month. WHOM Jersey City was acquired for $350,000 net from Joseph Lang and Paul F. Harron [BROADCASTING, May 22]. Both transactions are subject to FCC approval, as is the projected sale of KSO Des Moines by the *Register-Tribune* interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000 [BROADCASTING, May 8].

Another station sale completed last week was that of KLBM La Grande, Ore. local, to the owners of KBKR Baker, Ore., for $15,000. A new company, Inland Radio Inc., has been formed by the Baker group to operate both stations, subject to FCC approval. Owners of KBKR who seek the La Grande local are: Marshall E. Cornett, petroleum products and automobile distributor, and Lee W. Jacobs, former promotion manager of KFJI Klamath Falls, Ore.

Purchase of controlling interest of KSUB Cedar City, Utah, by Radio Service Corp., licensee of KSL Salt Lake City, has been negotiated, subject to FCC approval, according to Ivor Sharp, vice-president and manager of the Salt Lake City 50,000-watter. The purchase price for the 51% was not disclosed. KSUB operates on 1340 kc with 100 w.

Mr. Sharp said the purpose was to provide better program service to Cedar City and that the two stations would be operated jointly. Leland M. Perry, present owner and manager of KSUB, would continue to operate the Southern Utah station.

The WCOP purchase would leave Mr. Bulova, watch manufacturer and broadcaster, with only one station—WNEW New York—of his original group of six. He has contracted to sell WPEN Philadelphia to the *Philadelphia Buletin* for $620,000; WNBC Hartford to General Tire & Rubber Co. for $220,000; WOV New York to the Mester Brothers of Brooklyn for $300,000; and WELI New Haven to Col. Harry C. Wilder, New York and New Hampshire operator, for $225,000. It is understood he does not contemplate selling WNEW, one of the nation's top independent stations.

The WCOP transaction grew out of the relationship of the station to WORL Boston. The latter station is licensed to Harold A. Lafount, former radio Commissioner and general manager of Bulova stations. The FCC's multiple ownership regulation, however, applies to related management as well as ownership in the same areas.

5 Duopoly Pleas For Delay Rejected

Licenses Renewals Set for Hearings; Four Extensions

FCC last Tuesday denied five more petitions which sought extension of the duopoly rule effective date to permit "orderly disposition" of properties, granted four applications for additional time and designated for hearings two others which contended Sec. 3.35 under Order 84-B was not applicable.

In an all-day session Tuesday the Commission was unanimous in nearly every decision involving the multiple ownership ban. Commissioner T. A. M. Craven did not participate in two morning decisions and was absent Tuesday afternoon. Commissioner Ray C. Wakefield is out of the country.

Last-Minute Petitions

Although all indications point to rigid administration of Sec. 3.35 (effective date for which was suspended by the FCC April 4), individual Commissioners expressed views that such was not the case. In most instances where petitions for extension were denied and applications for renewal of licenses designated for hearings, the Commission is understood to have felt that evidence submitted by petitioners was not sufficient to indicate that the broadcasters involved were making "serious efforts" to obey the Commission's wishes with reference to multiple ownership.

Deadline for filing under Order 84-B was last Wednesday midnight and several last-minute petitions were received. Some sought extension of the effective date beyond May 31 while others contended the duopoly rule was not applicable.

Petitions which asked extension of the effective date to permit orderly disposition of properties and which were denied last week follow:

Fisher's Blend Station Inc., Seattle, licensee of KOMO and KJR, denied petition for extension of licenses for such periods as may be necessary to enable petitioner to complete negotiations to comply with multiple ownership rule; designated for hearing application for renewal of KOMO license.

Berks Broadcasting Co., Reading, Pa., licensee of WEEU, and Reading Broadcasting Co., licensee of WRAW Reading, denied petition for six months' extension; designated for hearing applications for license renewals; Commissioner Craven not participating.

Memphis Broadcasting Co., licensee of WMPS, and Memphis Publishing Co., licensee of WMC (both Scripps-Howard holdings) denied petition for postponement of effective date to Dec. 1; designated for hearing application for renewal of WMC and auxiliary.

Louis Wasmer Inc., licensee of

(*Continued on Page 62*)

Four Station Sales Approved In Record FCC Decision Day

New Local Authorized at Port Angeles, Wash.; WIBC, WCOL, KXOX, KLRA Transfers Granted

IN THE BIGGEST decision day of its 10 years of existence, the FCC last Tuesday disposed of more than 60 individual broadcast cases, including approval of four station transfers involving an aggregate cost of about a million dollars.

Seeking to clear up its end-of-the-month docket, the Commission at an all-day meeting disposed of practically all cases ready for decision. A dozen of the items involved the Commission's multiple ownership order. Three petitions for extension of time in these "duopoly" cases were granted, while eight petitions were denied or designated for hearing. (See separate story on this page.)

One new station was authorized —for Port Angeles, Wash.— through reinstatement and conditional grant of an application for assignment on 1450 kc with 250 w.

Licensee of the new local is the Evening News Press Inc., publisher of the *Port Angeles News*. Original application, for 250 w day and 100 w night on 1500 kc was filed in 1937, amended in 1941 and subsequently dismissed in 1942. Petition for reinstatement was filed in March of this year.

Station sales approved by the Commission and heretofore reported included WIBC Indianapolis by Mr. and Mrs. H. G. (Bud) Wall and Mrs. Thelma M. Lohnes, of Washington, for $440,000, to the *Indianapolis News;* WCOL Columbus by Kenneth B. Johnston, Columbus attorney, to L. A. (Butch) Pixley, general manager of the Fort Industry Co. stations, and to members of his family, for $250,000; KLRA Little Rock from Arkansas Broadcasting Co., controlled by A. L. Chilton, to the Gazette Publishing Co. for $275,000, as part of a transaction settling joint ownership of KLRA and KGHI Little Rock; KXOX Sweetwater, Tex., from nine stockholders to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath, for $27,646.

With approval of the WIBC transfer, the six-year-old regional outlet becomes the only newspaper-owned station in Indianapolis. The *Indianapolis News*, president and publisher of which is Richard Fairbanks, is the oldest daily paper in that city and has the largest circulation and advertising volume in the state. Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager. Holdings of the relinquishing parties were: Mr. Wall, 51%; Mrs. Wall, 24%; Mrs. Lohnes, 25%. The transfer involves all of the 1,000 shares capital stock. Mr. Wall was formerly attorney for George B. Storer, president of the Fort Industry Co., which owns stations in Ohio, West Virginia, Georgia and Florida.

Lloyd A. Pixley and his wife acquired 51% interest in WCOL Columbus, with his father and mother, Mr. and Mrs. Milton A. Pixley, ac-

(*Continued on Page 64*)

PRINCIPALS of the newly-formed advertising agency, Doherty, Clifford & Shenfield Inc., discuss plans for future operations. They are (l to r): Francis J. Doherty, vice-president; Arthur Cobb Jr., vice-president; Lawrence L. Shenfield, president; Donald K. Clifford, vice-president and treasurer. All four recently resigned from Pedlar, Ryan & Lusk. Headquarters for the new agency will be established in New York.

Continuous Promotion Pays Dividends

G. Fox, Famed Hartford Store, Builds Big Audience for Program

By WILLARD H. CAMPBELL
Publicity Director, G. Fox and Company

CONTINUOUS promotion of a store's radio program pays big dividends according to a Hooper survey of the time occupied by the *Morning Watch* sponsored by G. Fox and Company over WTIC Hartford.

On the air continuously since Sept. 1, 1935 six days weekly, 7 to 8 a.m., the Fox radio program not only attracts more listeners than any daytime show heard in Hartford, but also enjoys a larger share of the audience than any program, network or local, heard in the metropolitan area at anytime of the day or night.

The unusually large number of sets in use during the early morning period, once thought less desirable than other daytime periods, range from 11.2 in the first quarter-hour period to 17.8 in the fourth quarter, attesting to excellent promotion of a good radio show.

Here are the results of a C. E. Hooper computed coincidental survey made during three weeks in February, 1944.

Time	*Sets in Use*	*Share of Audience*	*WTIC Rating*
7:00-7:15 a.m.	11.2	82.1	9.2
7:15-7:30 a.m.	13.3	84.9	11.3
7:30-7:45 a.m.	17	84.1	14.3
7:45-8:00 a.m.	17.8	83.7	14.9

Method of Promotion

Starting with the executive personnel a few months before the first program took to the air ten years ago, then following through with all other employes, and the public, officials of G. Fox and Company and WTIC have continuously promoted the *Morning Watch*.

The first step in the campaign came when WTIC representatives attended a buyers meeting to point out to store executives the need for such a radio program, and how to cash-in on the sale of merchandise to be advertised on the *Morning Watch*.

Promotional efforts were next centered on all store employes to build an interest in the show. Questionnaires were sent to employes asking them if they felt that the store could profit from a good radio program, and if so, what would they suggest as to type, time, and length. Results were published in the *Go-Getter*, store house organ.

G. Fox and Company has found that with radio, as with any other medium, maximum sales at minimum advertising costs are obtained only when there is complete coordination between the program and the department whose merchandise is being advertised. Promotional efforts are aimed at the employes to get this coordination. Merchandise displays mention the *Morning Watch*, and the sales force in the department involved is made familiar with the text of the commercial heard on the program.

The *Morning Watch* is also promoted to listeners and prospective listeners just as continuously and even more actively than it was in 1935. The store features both interior and window displays concerning the program. References to the program are made in the *Fox Foreward*, a 24-page monthly rotogravure which is distributed to 210,000 homes in Connecticut and Massachusetts; in the store's newspaper advertising; in the monthly statement inserts; and in other direct mail.

G. Fox's out-of-town business has shown a tremendous increase since the radio program went on the air in 1935. Until gas rationing curtailed frequent trips to the store by customers living throughout WTIC's primary service area, customers would drive in many miles to shop. Today many customers who cannot drive to the store write or telephone their orders for items advertised on the program. Even if customers cannot come to Fox's, the store is knocking on their door 313 mornings a year.

The *Morning Watch* features transcribed and recorded music, frequent time announcements, whimsical chatter, and seven commercial spots. Many of the commercial spots are now turned over to push the sale of War Bonds and stamps or to advertise the Red Cross, the Connecticut War Council promotions, the OWI, and other war activities.

After Pearl Harbor, three news broadcasts were inserted into the program. A minute summary of the highlights of the news are given at 7:15 and 7:45 a.m., and there is a five-minute news broadcast at 7:25 a.m. The news is compiled and edited in the WTIC news room from dispatches direct from the wires of the Associated Press, International News Service, and Transradio Press.

Five other radio programs were developed for particular departments as a result of the response to various types of merchandise advertised on the *Morning Watch*. These departments were: electrical appliances; intimate apparel; linens and domestic supplies; optical; and the beauty and body moulding salon. In addition to promoting the departments involved, the programs produced excellent direct sales volume.

Looking to the future, G. Fox and Company, along with hundreds of other stores, anticipates the problems of being able to buy desirable time on the air from the station best suited to the store's advertising, and of developing various types of programs to meet specific needs.

It has been G. Fox and Company's experience that any department in a store that is properly organized, merchandized, and staffed —from watch repair to millinery, from corsets to refrigerators—can sell its merchandise successfully over the air.

More Advertisers Will Omit Plugs to Speed D-Day Coverage

Spots, Chain Breaks Are Suspended at Stations' Discretion for 24 Hours or More

LEADING ADVERTISERS have notified radio stations through the country to suspend all spot and chain break announcements for a period of 24 hours or longer after the news of the invasion breaks. Many advertisers and their agencies are also giving stations a free hand in rearranging commercial schedules on D-Day.

Colgate-Palmolive-Peet Co., Jersey City, has instructed all stations using Super Suds one-minute and chain break announcements, to suspend these announcements for 24 hours or longer if necessary. In a move requesting station cooperation to serve the public better at a critical period, a letter was sent to about 100 stations, each carrying some 30 spot announcements weekly, signed by Richard C. Grahl, of the William Esty Co., New York, agency for the account.

In response to queries from stations on the handling of announcements and chain breaks during D-Day, Colgate-Palmolive-Peet Co. reached the opinion that: "During the first hours of tense anxiety after the first announcements of invasion, all stations will want to devote certain time to servicing their listeners with numerous releases concerning the invasion."

Stations' Option

Since the invasion news will necessitate the rearrangement of programming, "the use of commercials may not prove to be in good taste when coupled with invasion reports."

"Therefore," the letter continues, "Colgate - Palmolive - Peet Co. requests that for a period of 24 hours after the news breaks, or longer if you see fit, that you omit *all* Super Suds announcements and chain breaks."

The stations can make up the announcements at their own discretion so that no revenue will be lost by the suspension in this cooperative effort between advertisers and stations to provide better service to the public.

A total of 91 stations throughout the country using spot and chain break announcements for Creme Oil Formula, a product of Wildroot Co., Buffalo, have been instructed by BBDO, New York, agency handling the account, that they have the privilege of canceling all Wildroot commercials when the invasion news breaks. Announcements in this case can be made up at a later date by the stations involved.

The Ward Baking Co., New York, Planters Nut & Chocolate Co., Wilkes-Barre, Pa., and the Mentholatum Co., Wilmington, Del. All extensive users of spot announcements, handled by J. Walter Thompson Co., New York, are leaving it entirely up to stations in omitting all commercials and giving credit whenever possible.

Palmolive Soap and Colgate Dental Cream, manufactured by Colgate-Palmolive-Peet Co. thru their agency, Ted Bates Inc., New York, are also planning to allow the 387 stations carrying their commercials to suspend them at their discretion [the station] when the invasion news breaks .

Many agencies have already planned to omit gags, substitute war messages and generally gear commercials to invasion breaks on leading programs [BROADCASTING, May 29].

Murrow Honored

EDWARD R. MURROW, CBS London commentator, was the only radio personality to be given an award by the Headliner Club, it was revealed last week by Bill Henry, member of the awards committee. The award to Mr. Murrow, a bronze medallion, will be presented to him at the 10th annual Headliners Club Frolic at Atlantic City, June 9-11. Mr. Murrow won the award on the basis of his single broadcast last December after he flew on an RAF bombing mission over Berlin. The broadcast was put into brochure form and titled "Orchestrated Hell." Mr. Henry, who is a commentator himself, was voted the outstanding newspaper columnist for his *Los Angeles Times* column, "By the Way."

Legislation 'Dead' Says Senator Wheeler

Expresses Anger At Broadcast Criticisms

By BILL BAILEY

CHANCES for remedial legislation this session of Congress were all but wiped out last week as Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee abruptly called off a Committee meeting scheduled for Thursday and announced tersely that the White-Wheeler Bill (S-814) was "dead."

Sen. Wheeler's surprise action came after the NAB Legislative Committee submitted, at his invitation, its comments on the revised measure which was made public May 23 following a Committee meeting [BROADCASTING, May 29].

Russell, Lord Opposed

Purturbed over Sen. Wheeler's attitude, the Legislative Committee, in a session Wednesday, voted to confer on NAB President J. Harold Ryan and Committee Chairman Don S. Elias of WWNC Asheville, N. C., "plenipotentiary powers" to take what action they might deem necessary to have Sen. Wheeler reconsider and call upon the full Committee to discuss the legislation.

Frank M. Russell, NBC Washington vice-president, and Nathan Lord, general manager of WAVE Louisville, voted against the "plenipotentiary powers" resolution.

Clair McCollough, WGAL Lancaster, Pa.; James D. Shouse, WLW Cincinnati, and G. Richard Shafto, WIS Columbia, S. C., had returned to their respective homes Wednesday. Reached by telephone, however, Messrs. McCollough and Shafto agreed to invest in the president and Committee chairman plenipotentiary powers. Mr. Shouse disagreed, stating he considered his dissent as "nullifying any further obligation" he had to the Committee to help procure legislation at this time.

Attending the Wednesday meeting and voting extraordinary powers to the Ryan-Elias duo were: Joseph H. Ream, CBS New York; James W. Woodruff Jr., WRBL Columbus, Ga.; Ed Yocum, KGHL Billings, Mont.; J. Leonard Reinsch, managing director of the Cox stations (WSB WHIO WIOD). The NAB issued the following statement last Wednesday after the meeting:

"Reiterating the imperative need for radio legislation, the NAB Legislative Committee completed a three-day session in Washington today (May 31) and conferred on Don S. Elias, chairman of the Committee, and J. Harold Ryan, president of the NAB, plenipotentiary powers to expedite action on the revised White-Wheeler Bill. Approximately 70% of the radio stations of the country are represented by the NAB."

Mr. Elias called his Committee to Washington Monday to consider the revised legislation. Section-by-section the members went over it and formulated comments which were submitted Tuesday to Sen. Wheeler.

Contained in a 14-page document, the NAB recommendations and comments are understood to have angered Chairman Wheeler, particularly suggestions that the proposed Declaration of Congressional Policy be stricken along with a clause limiting the power of stations to 50 kw. Sen. Wheeler long has been an advocate of not more than 50,000 w for any domestic station.

Hurts Rural Areas

With reference to the proposed limitation on power the NAB comment was: "The NAB believes that specific limiting legislation of this character in a technical field presents hazards from the standpoint of future developments, of the protection from foreign encroachment of American rights to channels, and of the avoidance of inconsistencies with existing treaties and Executive agreements.

"In addition to the general objection to a statutory limitation in an ever-changing technical field, such as a limitation of power to 50,000 w, the proposed restriction on the service areas of the clear channel stations (no protection beyond 500 microvolts) will, in many cases, deprive listeners in remote rural areas of their only broadcasting service, and in many more areas will deprive listeners of any choice of programs."

In an interview last Thursday, Sen. Wheeler said there were portions of the bill distasteful to him and that the co-author, Sen. Wallace H. White Jr. (R-Me.), acting Minority Leader, objected to other provisions "but it was a compromise between us and we hoped to leave our differences to the Committee members to help us iron out. Of course it wasn't a perfect bill, but it was a beginning."

He criticized not only the NAB, but the "networks" and Federal Communications Bar Assn. as "not knowing what they want." "It's disheartening," he declared, "to work for months on some legislation and then have the broadcasters themselves change their minds with the wind. One day they want this; the next day it's something else.

"I went farther than I felt I should in limiting the powers of the Commission," he continued, "but I wanted to get a bill before the Committee—something we could work on. If there were provisions that wouldn't work, then we could straighten them out later. The main thing was to get something going, but the broadcasters themselves don't seem to know what they want. So far as I'm concerned, the bill is dead."

Must Curb Commentators

Still clinging adamantly to his provision banning the sponsorship of commentators (the clause also forbids news sponsorship), Sen. Wheeler asserted that he was not opposed to stations selling time for "straight news" but that unless radio itself acted to curb certain commentators "who attack people and lie about them", Congress eventually would act.

"We don't like to see restrictive

(*Continued on page 59*)

INVASION BROADCASTS were discussed in the Broadcasting House studio, New Delhi, India, by Art Feldman (l), assistant manager of the Blue Network's London news office, and Prof. A. S. Bokhari, director-general of All India Radio. Mr. Feldman has returned to London Blue headquarters.

'Discombobulation'

WHEN Harry S. Barger, chief investigator and assistant general counsel of the House Select Committee to Investigate the FCC, asked Ellis Porter, chief of the publications section, FCC Foreign Broadcast Intelligence Service and veteran newsman, the meaning of "discombobulation" Mr. Porter smiled and replied: "I'm afraid I'd have to guess at it." The word was used in a FBIS analysis with reference to Dr. Paul Joseph Goebbels. Mr. Porter testified he wouldn't use such a word but wouldn't object to its use. He surmised it was slang for "confusion". Rep. Magnuson (D-Wash.), acting chairman, remarked: "The very sound denotes confusion, doesn't it?" Mr. Barger said he had been unable to find "discombobulation" in any dictionary.

Stormy Session on Procedure Marks House Hearing on FCC

Ensign Harold Graves Defends FBIS Usefulness; Rep. Magnuson Hits Weekly Report

HEATED ARGUMENT between Rep. Warren G. Magnuson (D-Wash.), acting chairman, and Harry S. Barger, chief investigator and assistant general counsel, over procedure featured hearings last Wednesday of the House Select Committee to Investigate the FCC.

During cross-examination of Ellis Porter, chief of the reports section, Foreign Broadcast Intelligence Service, and veteran newspaperman, over a weekly analysis released by the FBIS, Rep. Magnuson interrupted cross-examination to remark that the witness didn't put out the weekly review and therefore was not qualified to testify about it. Mr. Barger countered that because of Mr. Porter's experience he was qualified to express his views as to the worth of the review.

"That doesn't mean anything to me," declared Rep. Magnuson. "That's one man's opinion. I think probably the weekly review was just a lot of paper and probably should have been discontinued. Let's get on with the witness."

Cross-examination continued regarding a daily report issued through Mr. Porter's section. Rep. Magnuson suggested (after Mr. Barger asked the witness if the FCC planned to call any witnesses from other Government agencies to corroborate or deny the Commission's contention that the FBIS services were valuable) that the Committee staff should write letters to the "14 major agencies" receiving the reports.

[When the same question arose last Tuesday Chairman Lea (D-Cal.) ruled it was up to the Commission to substantiate its claims by witnesses or correspondence, inasmuch as the FCC was presenting its own defense.]

'Ready to Walk Out'

Mr. Barger explained that the Commission had submitted letters in response to its last questionnaire during Mr. Magnuson's absence. Rep. Magnuson still thought, he said, it was the Committee's job to inquire of the various agencies, which include War and Navy Depts., as to the value of the reports. When Mr. Barger remarked that the acting chairman "seemed to forget" that the War and Navy Depts., had been forbidden by executive order to give any information to the Committee, Rep. Magnuson replied: "I don't think that's right."

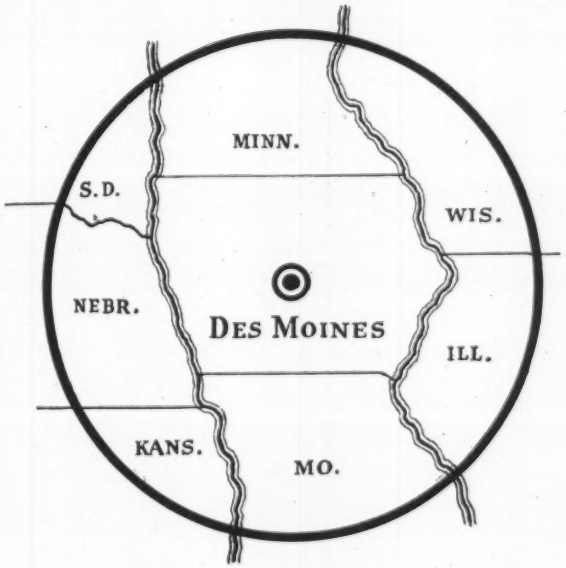
Charles R. Denny Jr., FCC general counsel, interposed that the

(*Continued on page 58*)

Tear out this page for your data file

To conserve paper, we are decreasing the use of special folders, and presenting more factual data in our general advertising.

THE WORLD'S FIRST FARM MARKET—



¾ OF ALL NO. 1 FARM LAND IN 250-MILE RADIUS

Twenty-five percent of all "grade one" farm land of the United States is within the state of Iowa. Seventy-five percent of all "grade one" farm land in the United States is within 250 miles of the center of Iowa.

"No civilized area in the world of equal size has such consistently fertile soil", says the World Almanac in describing Iowa.

FARM INCOME UP 256%

Iowa farm cash income has increased one billion dollars in five years—leads the nation.

1939	$643,077,000
1940	716,369,000
1941	908,902,000
1942	1,297,972,000
1943	1,648,880,000

All the gold produced in the world each year does not equal the value of the annual cash income of Iowa farmers.

The average Iowa farmer had income of $7,800 in 1943 *and will have a 20% greater income in 1944.*

Iowa is first of all states, in—

- cash income for farm products
- value of farms
- corn production (20% of U. S.)
- hog production (25% of U. S.)
- number of horses
- oats harvested
- number of tractors used
- value of livestock on farms
- egg production
- value of chickens produced
- total value of farm property

WHY BUY WHO?

The WHO primary daytime coverage area produces more than 1/10 of the food supply of the U.S.A.

Where else can you find a medium that covers "The World's First Farm Market" like WHO—the 50,000-watt Voice for Victory?

Our farm program service is supervised by Herb Plambeck. There is no better farm radio editor in the U.S.A.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

NAB Music Group Urges Broadcasters To Resist ASCAP Royalty Claims

BROADCASTERS were advised last Friday by the NAB Music Committee that they "should not yield to claims" made by ASCAP for disputed royalties when they feel they are right in principle merely because the amounts involved are small and because of the trouble and time. In a special music bulletin to the NAB membership the committee reviewed results of its study growing out of claims made by ASCAP auditors against stations holding per program licenses.

Analyzed in the report was a letter dated May 5 from John G. Paine, ASCAP general manager, to Campbell Arnoux, WTAR Norfolk, chairman of the NAB Music Committee. Text of the five-page letter was published along with the committee's report commenting on each of Mr. Paine's policy interpretations.

NAB Cites Conclusions

The NAB committee contended Mr. Paine's letter set forth interpretations "directly at variance with the interpretation of the NAB Music Committee". The committee cited its conclusions as to the six disputed points, for the information of stations. (Text of the NAB special bulletin—Vol. 12, No. 1—is procurable from NAB headquarters in Washington.)

NAB contended a study of responses from stations on specific instances of claims for royalties made by ASCAP auditors indicated claims were made not only with stations with per prgoram contracts, but also those holding blanket contracts. It was following analysis of these claims that a subcommittee of the music committee, comprising Mr. Arnoux and James Begley, KYW Philadelphia, conferred with Mr. Paine and his associates, and propounded the half-dozen questions on which clarification was sought. The music committee survey indicated a large number of stations were receiving claims from ASCAP auditors for royalty payments on spot announcements which were between or immedaitely adjacent to programs containing ASCAP music. Whereas ASCAP claimed that the major factor in the interpretation of the contract in this regard was a letter written to ASCAP by Independent Broadcasters Inc. in 1941, the NAB committee contended that the main document in determining the meaning of the contract is the contract itself.

The committee contended that ASCAP was not entitled to tax any spot announcement, regardless of length, which contains no ASCAP music and which is scheduled between programs using ACAP music, regardless of the length or time of broadcast of the adjacent programs, and without reference to whether such programs are network or local commercial or sustaining, for one sponsor, or participating.

Where a participating program contains ASCAP music, the tax to which ASCAP is entitled is based on the appropriate percentage of the revenue from commercial announcements which are given wholly within the participating program, the NAB committee contended.

Apropos claims made with respect to musical clock and similar programs, the NAB said that if such a program is segregated into a number of separate programs, payment must be made only with respect to the revenue from that separate segment of the program which uses ASCAP music.

Regarding royalties on commercial revenue in participating programs, because a non-sponsored Government transcription containing ASCAP music is spotted therein, the NAB committee contended that it seemed clear ASCAP music broadcast in the course of participating programs which contained no other ASCAP music should not be construed as making the sponsored announcements in the participating programs subject to tax. Any other position, it contended, would discourage broadcasters from donating the most advantageous time for the broadcasting of Government announcements.

As to regional network licenses for occasional regional networks, the music committee contended broadcasters are entitled to commercial network licenses or to sustaining network licenses, or to a combination network license covering both sustaining and commercial programs at the option of the broadcaster.

In point 4 ASCAP was asked to clarify its policy on logging technique required by it on transcriptions and record numbers. Whereas ASCAP contended it was impossible to accept record numbers generally because it had no files of recordings or of record company catalogs, the NAB committee said this appeared to be exaggerated. A simple questionnaire to its own publisher members would elicit this information, the NAB said. The committee added that it was its intention to cooperate with ASCAP by ascertaining what record catalogs ASCAP lacks and by endeavoring to supply them.

Point 5, relating to royalties on programs and announcements in behalf of controlling corporations, brought from Mr. Paine the interpretation that the understanding has always been that the exemption from percentage payments applied only to announcements and not to programs. The NAB committee held there appeared to be no sound reason why a two-minute announcement should be exempt, as it admittedly is, whereas a five-minute program would be subject to charge.

On the last point, "where ownership of a number in dispute is involved", NAB contended that Mr. Paine seemed to miss the real issue in his answer when he held that ASCAP would be remiss if it didn't let stations know that it was claiming a number which they used because of the contingent liability expense. NAB contended it was incumbent upon ASCAP to bring some action to determine the ownership of performing rights where the proprietorship is in dispute, rather than to proceed "by continuing harassment of licensees who have no means of independently ascertaining where the truth lies between the parties to the controversy".

In conclusion, the NAB committee held that Mr. Paine, in his answer, did not cover one of the most important difficulties with which broadcasters ahve been faced, "namely, the continued failure of ASCAP to admit the validity of consent decree grants made directly to broadcasters by author-composer and publisher members of ASCAP where the payment of no consideration is involved. It will be remembered that the NAB has been assured by the Dept of Justice that these grants are valid but ASCAP has, nevertheless, seen fit to make claims wtih respect to many of them".

The NAB committee said it would consider at its next meeting what action can appropriately be taken. Meanwhile, it invited broadcasters who are faced with claims from ASCAP which they feel to be unjust to notify the committee. The committee said it would lend such assistance to broadcasters as it can properly give.

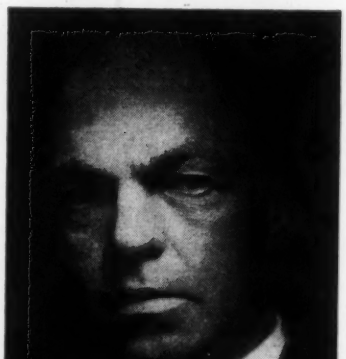
ARMY HONORS DR. ARMSTRONG

DR. EDWIN H. ARMSTRONG, inventor of FM and numerous radio innovations, last Thursday was awarded the War Dept. Chief Signal Officer's Certificate of Appreciation "for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency".

The certificate honoring Dr. Armstrong is the first of such testimonials given to individuals and companies not under the direct control of the War Dept., but who have performed outstanding services beyond their normal duty.

In 1941 Dr. Armstrong waived all royalties on the use of 17 of his patents on FM radio apparatus purchased by the War Dept., and now working successfully under fire in the field. At the same time, he offered to license manufacturers designated by the Army to produce this equipment for a fee of $1 a year for the duration. The Secretary of War, Hon. Henry L. Stimson, accepted the offer in a letter of appreciation.

Since Pearl Harbor Dr. Armstrong has given his time to the war program, participating in numerous experiments with radio equipment all over the country. He has also worked with the Signal Corps in advising on contract developments. The FM method practically eliminates static from radio signals.



DR. ARMSTRONG

The Signal Corps has made extensive use of the medium in its communications equipment, notably in the Walkie-Talkie.

Nine other individuals or companies received certificates from the War Dept., the first of which was especially designated for Dr. Armstrong. Among the recipients are: American Telephone & Telegraph Co., N. Y.; Ohio Independent Telephone Assn., Columbus; Peter L. Schauble, vice-president, Bell Telephone Co. of Pennsylvania, Philadelphia.

AFRA Fee Plan Opposed by Ryan

NAB VIEWS on WMAL Case Transmitted to WLB

OPPOSITION to the principle of assigned commercial fees for announcers, as recommended by a National War Labor Board hearing officer in the dispute between WMAL Washington and AFRA, was expressed last week by J. Harold Ryan, NAB president.

In a letter to the Board transmitting the views of the NAB Board of Directors, Mr. Ryan asked that in reviewing the recommendations the Board give serious consideration to the industry-wide implications of its decisions. The case, now pending before the Board, involves the method of payment to staff announcers who are assigned local commercial broadcasts by the station [BROADCASTING, May 1].

"If the War Labor Board should sustain the principle of requiring a station to pay a special fee to an announcer who is regularly employed upon the announcing staff and assigned as a part of his contractual duty to read a commercial", Mr. Ryan wrote, "it is obvious that it will have far-reaching effects upon the employer-employee relationship. In many operations it will ultimately have the effect of destroying the control of station managers over staff announcers.

"The endorsement by the War Labor Board of the principle of fees for assigned commercial announcers as distinguished from selected commercial announcers would have the inevitable effect of removing control over announcers from the hands of station management to that of sponsor. We want to make it clear that there is no effort to resist the payment of fair wages to announcers based upon ability".

Senate Will Consider Conference FCC Budget

FACING the 1945 fiscal year with a cut of more than $2,000,000 in its requested budget, the FCC is reorganizing its national defense activities and part of its normal functions to comply with economic demands of Congress, expressed in the Independent Office Appropriations Bill (HR-4070).

The House last Thursday agreed to conferees amendments reducing the budget of $8,371,700 to $6,212,343. Conferees agreed on $2,104,500 for normal operations.

For national defense activities (including the Radio Intelligence Division and Foreign Broadcast Intelligence Servce) the conferees cut $1,954,857, leaving the FCC $4,191,143 for wartime functions.

The House defeated the McKellar amendment to require Senate confirmation for all employes with salaries of $4,500 or more but sustained a Senate amendment to prohibit use of funds for executive agencies unless such use was specifically authorized by Congress.

Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst . . . Ian Ross MacFarlane. He's quite a guy.

His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt.

He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U. S. the first thousand English plane raid over Germany.

He said Turkey wouldn't join the Allies . . . one year before Churchill admitted failure in the House of Commons. He had Franco's number, too . . . before England made its decision to favor Spain.

During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today.

As a newspaperman on the staffs of American, English, French, and Yugoslavian Journals, MacFarlane spent nine years in Continental Europe, then traversed the globe three times.

Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

Advertising's Role In War Is Lauded

Dept. of Commerce Specialist Tells of Growing Respect

WHILE exercising its "potent power of persuasion" to achieve an "amazing" record in the prosecution of war themes, advertising has "earned the attention and respect of the public as never before," the Dept. of Commerce stated last week.

In an analysis of the role of advertising in the war, Corrie Cloyes, Economic Editor of the Publications Unit, Bureau of Foreign & Domestic Commerce, finds that advertising has attained "a new high stature" which is clearly indicated by public response to the promotion of the war effort.

Paying tribute to the work of the War Advertising Council in mobilizing contributions of $327,790,000 last year through the major media for home front campaigns, Miss Cloyes heartily concurs with the Council's philosophy as to the necessity for continued advertising of information messages for some time to come.

"Undoubtedly, this wartime experience will have a marked effect on the coming peacetime advertising when products and services again must be actively sold", Miss Cloyes continues. "But before we reach that day we must prepare for it.

". . . The people must know the merits of the free enterprise system. They must be informed and made to understand the meaning of this system and why it is a powerful force for social good. They must be persuaded to support the system.

"Advertisers who have grown in stature in the minds of the public, are the logical ones to take on this task. They must do this without lessening their support of war theme campaigns, which always come first. But they must do this additional job, nonetheless, so that the war we are now waging will not have been fought in vain."

Rail Radio Grant

FOUR construction permits were granted by the FCC last week to the Chicago, Rock Island & Pacific Railway Co. for experimental Class 2 stations to be used in conducting tests under actual operating conditions on trains running between Chicago and Lincoln, Neb. Experimentation will be undertaken to develop factual information regarding the use of very high frequency circuits and systems in the following points of railroad service: end-to-end of trains; two-way yard-to-trains, engines or cabooses; two-way yard-to-yard; two-way dispatcher-to-trains, engines or cabooses; two-way brakeman or flagman-to-trains, engines or cabooses. Radiotelephone and radiotelegraph emission is authorized, including both AM and FM. Frequencies are within the bands of 30 to 40 mc and 100 to 400 mc, with 10 w maximum power.

INVASION MINDED is this KDYL theatre news booth in Salt Lake City's largest theatre, to give audiences latest war news between shows. Booth is located in the lower-floor box and during actual operation, theatre is blacked out and only battle-scene (in vivid colors) is lighted by concealed globes, and announcer is silhouetted against background.

Allocation on International Basis, Plus Commercial Radio Planned by Britain

By ROBIN WALKER

LONDON—ALLOCATION of frequencies on an international basis, expansion of the British Broadcasting Corp. programs to worldwide proportions and creation of a commercial system of radio similar to that of the U.S. are among post-war plans now being considered for Great Britain.

Robert Foot, who has retired as Director General of the BBC, disclosed that although the BBC will remain at "action stations" until the war is won, definite plans contemplate restoration of programs at the earliest possible moment to the "highest possible level of technical and artistic ability". Meanwhile a move to give Britain a commercial radio system is gaining momentum, with Howard Thomas, formerly of the BBC, predicting that by 1947 Britain will have three major broadcast systems: the publicly-owned BBC and two commercial methods, one operating for home consumption and the other for world-wide reception.

International Growth Urged

Specific plans for the BBC include a policy of decentralization, according to Mr. Foot. London, he explained, will not necessarily be the focal point of resources. Mr. Foot called for more international broadcasting, based on the principle of reciprocity. Television has become a potentially more possible proposition and one that is within the reach of the mass of population, he pointed out, adding that BBC already is giving serious attention to sight-sound broadcasting.

FM, although yet in its stage of technical development in Britain, also must be considered as a factor in post-war radio, he said. Wired reception, now common in blocks of flats, is likely to increase and play an important part in distribution, the retiring BBC head asserted. With reference to BBC Mr. Foot said:

"As long as the BBC has the job of conducting this great service, we shall never forget that it belongs to the people, all the people of our country. We shall try to run it in the kind of way that we believe the people as a whole would want and expect it to be run—responsibly, independently, without fear or favor and as near first-class in all fields of broadcasting as human endeavor can make it."

The BBC charter expires at the close of 1946. If precedent is followed the question of renewal finance and the introduction of advertising will come before the Government Committee with the final decision resting with Parliament. In connection with proposed commercial broadcasting, the press of Great Britain, formerly antagonistic to radio advertising, is getting behind the move to emulate the American system.

Set Shortage Seen

British advertisers were using commercial radio in pre-war days. In 1939 two million pounds of British money was spent in Luxemburg for broadcast advertising which was beamed to British listeners. Many of the agencies which refused to consider radio as a medium for clients even when others turned to Luxemburg, today are thinking of broadcast advertising.

Advertisers, too, are watching post-war radio as a potential medium. Many of the leading firms are seeking agencies which can give radio service. Looking forward to a possible commercial system of broadcasting, advertisers and agencies alike are casting about for writers, authors, producers and experts on selling by radio "just to be prepared".

Mr. Thomas believes that Britain must look to its newspapers for leadership in commercial radio. He disclosed that several multi-millionaire syndicates, including a large insurance firm, are ready to finance a system of broadcast advertising on a sane and sound basis.

New 50 kw. Grants For Canada Hinted

Frigon Tells Committee Plans To Award Power Boosts

POWER increases to 50 kw for some Canadian Broadcasting Corp. stations were intimated by Dr. A. Frigon, CBC acting general manager at the Parliamentary Committee on Broadcasting hearings at Ottawa May 24, transcript of which has just been released. This includes increasing to 50 kw CBR Vancouver, CBM Montreal, CJBC Toronto, and the building of a new 50 kw station in Maritime provinces.

The necessity of power increases on the prairies was also stressed by Dr. Frigon. No date was set when such power increases would be made, but a study of frequencies which can be used under the Havana Treaty is now being made by the CBC, Dr. Frigon told the committee.

Television, FM Status

No station is at present licensed in Canada for FM broadcasting, Dr. Frigon explained to the committee, but the CBC has a few low-power sets for use in an emergency. These were acquired when Canada went to war to take care of communications between stations and transmitters in case there was any interruption to the line service, he stated. The equipment is not now in use. The CBC has earmarked $100,000 for use in installing FM equipment when production, market conditions and freezing regulations allow that sort of experimentation. The same sum covers CBC research on television development in the United States.

Asked if the CBC could finance television, Dr. Frigon stated that CBC revenue could take care "of most things that would come up in sound broadcasting, but there is hardly enough money coming from license fees or from commercial broadcasting to allow us (the CBC) to promote television to any great extent."

He stated that priorities on cables is at present holding up the completion of the CBC shortwave station at Sackville, N. B., but it would be operating normally by January.

An independent survey of CBC national newscasts revealed that 58% of Canadians were of the opinion that all political parties were treated in a fair and equal manner, 17% felt political news in CBC national news summary was subject to bias, and 25% had no opinion. This was told the committee according to D. C. McArthur, CBC chief news editor. The survey, made by Elliott-Haynes, Toronto, in March, was made following criticism in the House of Commons of the political news in the CBC national news summary.

How much do you know about the South

OR THE SOUTH'S MOST PROGRESSIVE MARKET?

1. Did you know that the South has steadily shown a greater industrial growth than any other section of the nation?

2. Did you know that the South produces 40% of the nation's pulp; 41% of its coal; 60% of its oil; 89% of its cotton; 87% of its textiles; 88% of its tobacco?

3. Did you know that Knoxville, Tennessee, is located in the heart of the great Tennessee Valley—the home of an ever increasing number of large industries with plenty of electric power, raw material and transportation facilities available?

4. Did you know that the South produces more than 20% of the nation's hydro-electric power—much of this by the TVA with headquarters in Knoxville, Tennessee?

5. Did you know that Knoxville, Tennessee—a city of almost 200 thousand people—continues to lead the nation in sales increase?

6. Don't you think that Knoxville, Tennessee, because of its rapid growth, and assured postwar development, should be included on your advertising schedules?

Sales Management's "Retail Sales and Services Forecast for June 1944", with June 1943 as a base of 100%, showed Knoxville with an increase to 160% . . . tops for the United States!

WROL WNOX WBIR

KNOXVILLE • TENNESSEE • HOME OF TVA

Post-War Set Saturation Point Revealed By Third OCR Survey

RADIO SETS rank sixth in demand for consumer durable goods and appliances, according to a third nationwide survey of the Office of Civilian Requirements as of June 1.

A survey of 2,030,508 families indicated purchase of a radio would be their first or second choice among such appliance items as electric irons, washing machines, and stoves. The OCR pointed out that 46% of the 2,030,508 families had no radio at present, which indicates that the number of new radio homes would be increased by over a million. This would increase the percentage, now believed to be around 90%, of radio homes, the OCR said.

The 2,030,508 sets which are wanted by American families after the war, however, falls surprisingly short of the 13,100,000 sets sold in 1941, the last pre-war year [1944 BROADCASTING *Yearbook*]. Comparing this with the indicated post-war set demand, the OCR stated, it is indicative of a "saturaton point" so far as radio sets are concerned, for then approximately 93% of American homes will be radio homes.

There were 4,488 householders questioned, and of the 154 who placed radio first among the things they would buy, 49% said the radio would replace an old one, while only 5% admitted they didn't "really need one."

Coast Silence

SOUTHERN CALIFORNIA area stations, in first radio silence in more than a year, went off the air at 7:05 p.m. (PWT) on May 30 for 32 minutes. Silence was ordered by Los Angeles Fighter Wing of the IV Air Force when unindentified targets were detected. When identified as friendly, all clear signal was given at 7:37 p.m. (PWT). Affected were 30 stations in the Southern California area. Previous radio silence on April 25, 1943 lasted 56 minutes.

ATS Awards

WABD New York, Du Mont television station, and WRGB Schenectady, General Electric video station, have been recommended to receive the 1943-44 American Television Society Awards for outstanding contributions to commercial television programming. Awards committee also praised W6XYZ, Paramount Station in Hollywood, for its contributions of improved techniques in video production for the year.

EXAMINING the 1220 kc crystal which will control the new frequency of WGAR Cleveland are John F. Platt (right), vice-president and general manager, and Lloyd Wingard, acting chief engineer. WGAR moved from 1480 to 1220 on June 4 at 12:20 p.m.

Movie Wave on 32

HASSENSTEIN Co., Hollywood (Movie Wave, home cold wave permanent), with increased radio advertising appropriation has revised its list and is utilizing a heavy schedule of 2½ and 5-minute transcribed dramatized announcements on 32 stations. List includes KOY KFBK KFOX KGFJ KHSL KJBS KLX KRKD KSAN KSFO KSRO KTKC KTRB KCVC KVEC KYOS KMYR KID KFBB KFJI KXL KEUB KOVO KSUB KVNU KLO KEVR KJR KVI KVRS XEMO. Firm in addition on May 20 started for 52 weeks sponsoring daily quarter-hour participation in *Make Believe Ballroom* on KFWB Hollywood. Dean L. Simmons Adv., Hollywood, has the Hassenstein account.

WGAR MAKES A MOVE

Shifts to 1220 kc With Heavy Promotion Campaign

WITH its scheduled switch from 1480 to 1220 kc and power increase to 5,000 w fulltime, WGAR Cleveland employed an extensive advertising and exploitation campaign.

The date of change was June 4 at 12:20 p.m. with a special international salute to WGAR over CBS on the *Trans-Atlantic Call* program. Previous radio publicity included spot salutes from many top CBS names. Other media broke on May 8 with an avalanche of newspaper, billboard, direct mail, cab signs, car posters and novelties flooding the WGAR coverage area. Keynoting the campaign was the catch phrase "What's Happening at 1220?" This theme was incorporated in all publicity.

Since the new 1220 facility will accommodate 50 kw, WGAR plans to apply for that power as soon as the FCC freeze on material is lifted. The station has acquired the highest piece of ground in the territory for the new transmitter site with an eye to post-war operation of an FM outlet which WGAR has on file with the FCC.

LAMOYNE A. (Lem) JONES, press secretary to Wendell Willkie, has resigned to become press relations representative for *Information Please*, it was learned last week. Mr. Jones, a former political reporter for the *New York Herald-Tribune*, had been associated with Wendell Willkie since the 1940 Republican National Convention.

ONE! - - TWO! - - THREE! - - *Put them all together and they spell . . .*

ONE

TWO

THREE

123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia. Population, 7,534,006. There is also a "Good Secondary" Area of 140 Counties. Population, 6,545,629.

WWVA

Wheeling, West Va.

50,000 Watts

Represented Nationally by—

JOHN BLAIR & CO.

Basic Blue Network

A FORT INDUSTRY STATION

THE ONLY SINGLE MEDIUM *Completely* COVERING THE INLAND EMPIRE

KHQ

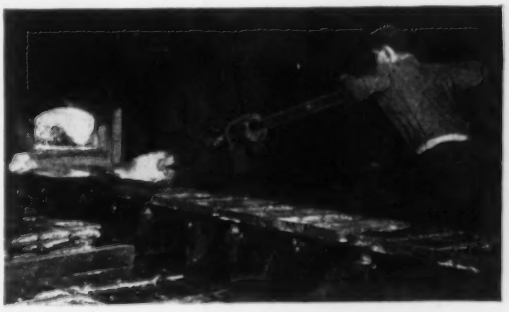
5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.



"The Heat's On" in one of the modern smelters near Spokane. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, magnesite come from Inland Empire mines and smelters, adding $110,000,000 annually to its *diversified* income. And "The Heat's On" when *your* program appears on KHQ. It reaches even the most remote parts of this wealth-producing area. (Photo Courtesy Sullivan Mining Co.)

TO ADVERTISERS WHO ARE LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in **your** industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

OWI PACKET, WEEK June 27

Check the list below to find the war message announcements you will broadcast during the week beginning June 27. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fifth War Loan	X	X	X	X	X	--	X
Play Square with Gasoline	--	X	X	X	X	--	--
WAC	X	--	--	--	--	--	--
Don't Travel	X	--	--	--	--	--	--
Save Paper	--	--	X	--	X	--	--
Prepare for Winter	--	--	--	--	--	X	--

See OWI Schedule of War Messages 144 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fifth War Loan Continues as Leading Subject in OWI War Message Schedule

SIX SUBJECTS appear on the OWI Domestic Radio Bureau allocation schedule for the week beginning June 26, with messages on the Fifth War Loan given major emphasis.

Network messages on the Station Announcement allocation plan will call attention to the continued need for enlistments in the Women's Army Corps. Radio is being asked to help overcome an apathy that has deterred many potential candidates from joining the WAC by carrying appeals which correct misunderstandings and misconceptions regarding the service.

Transcribed announcements are being sent non-affiliated stations on the Save Paper campaign, messages asking listener cooperation in reducing use of paper for packaging and wrapping and collecting every piece of paper for salvage. The spots are regarded as specially suitable for sponsorship by food markets and waste paper dealers.

Returning to the packet after some months absence is the Don't Travel campaign, with messages assigned to network programs. Fear of critical congestion of rail and bus lines arising from increased troop movements unless civilian travel is curtailed prompts the resumption of appeals which are aimed at those planning trips over the 4th of July.

Play Square with Gasoline, scheduled on the Station Announcement plan, continues appeals to conserve gas to make it possible for us to meet military needs. Transcribed messages urge full compliance with rationing rules, sharing cars and using gas only for essential driving.

Prepare for Winter, scheduled for National Spot allocation, completes the weekly packet.

C-B-I Theatre Troops Get Broadcast Stations

YANKS in the China-Burma-India theatre now have their own broadcasting stations with the installation of the first six of a planned 14 Armed Forces Radio Service stations. Because of climatic conditions, the men could not pick up American shortwave broadcasts, but with the new service, troops around Calcutta, Agra and New Delhi can hear their favorite shows, with commercials deleted.

Each station broadcasts 42 hours of new transcribed programs each week. The remaining 78 hours or more weekly, live talent shows, are written, produced, directed and performed by troops themselves go on the air. The stations broadcast on 50 w portable transmitters covering 15 to 30 miles. Special Services Division, ASF is sending hundreds of small "tropicalized" receiving sets to the men. Maj. Henry M. Jackson, of Morale Service Division, former Western Division radio sales manager for CBS, supervised installations.

Saidenberg to OWI

DANIEL SAIDENBERG, symphony conductor, has been appointed chief of the music department of the Radio Program Bureau, OWI Overseas Branch, succeeding Macklin Marrow, who resigned to return to RCA. Mr. Saidenberg will undertake a special series of broadcasts of noted American and European artists now residing in the U. S., most of whom have not been heard in Europe for the last 10 years. He was a member of various orchestras, including the Philadelphia and Chicago symphony, and has served as musical director of the Alec Templeton program on NBC.

Mullen Resigns

RESIGNATION of Jack A. Mullen, effective June 23, as chief of the editorial and production division of the OWI's domestic radio bureau was announced last week by George P. Ludlam, bureau chief. Mr. Mullen has also been serving recently as deputy chief in charge of the bureau's New York office.

KFAB Provides Valuable Service to Farmers

KFAB's Big Farmer, Albert Ebers, and members of the KFAB staff discuss the farmers' needs that can be supplied by advertisers. Earl Williams, Station Manager; Bill Macdonald, Farm Editor; and Jiggs Miller, Continuity Chief, dropped in for dinner not long ago just to talk things over.

That's *WHY* KFAB is the *ONLY* Major Station in Nebraska That Carries These Farm Accounts*

FEEDS
O. A. Cooper Co. [*Flour-Feeds*]
Dannen Mills
Friend Elevator
Little Cow Milling Co.
Sargent & Co.
Vitamized Feed [*Dr. McDonald*]

POULTRY & LIVESTOCK SUPPLIES
Dr. Hess & Clark [*Poultry Remedies*]
Geo. H. Lee [*Poultry Remedies*]
Oyster Shell Products [*Chicken Feeds*]
Oelwein Chemical Co. [*Stock Medicines*]
Pennsylvania Salt Mfg. Co. [*Livestock Salt*]
Rey-Research [*Fly-Spray*]
Gland-O-Lac [*Poultry and Livestock Remedies*]
Morton Salt [*Stock Salt*]
Smith's Mother Nature Brooder

BABY CHICKS
Gibbs Hatchery
Hill Hatchery
Hamburg Hatchery
Lincoln Hatchery
Smith Chickeries

CORN, HYBRID SEEDS
Garst-Thomas
Hamilton County Farms
Nebraska Hybrid Seed Corn Co.
Tek-Seed Hybrid Corn Co.
Michael-Leonard
DeKalb Agriculture Association
Crow's Hybrid Corn Co.
Thompson's Hybrid Seed Corn Co.
J. C. Robinson Seed Co.

PUBLICATIONS
American Poultry Journal
Swapper's Trading Post
Poultry Tribune

OTHERS
Paramount Hosiery
Quilt Block House
Sanford Direct Mail
Betty's Book
Jessie's Book
Service Life Insurance Co.
Lincoln Benefit Life Ins. Co.
Three-Daughters
Dave Minor
Rock Dale Monument
Interstate Nursery
Power Fence Company
Pollock's [*Overalls*]
C. W. Swingle [*Dead Animals, Etc.*]
Farmer's Supply Co. [*Kil-Balm*]
Arvey Corp.
Nebraska State Fair
Dwarfies
Charm Curl
Tex-Cel
Bible Verses
Runmender

**The above accounts were verified with the latest "Air-Check" made during April.*

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA
780 KC - 10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

*Average Pacific Coast Hooperating (March report) of *all* programs for each network during time indicated.

WESTERN DIVISION

It is particularly evident in the West!
Hour after hour, day after day—NBC is
"The Network Most People Listen to Most."

What accounts for this? Western listeners, like those in other parts of the nation, favor NBC's outstanding transcontinental programs. *But that's only part of the answer.* The rest—

NBC Western Division has its own Parade of Stars: 19 top-flight news, drama, comedy, music and variety programs heard exclusively on NBC Pacific Coast Network. Among them 3 out of 4 leading news programs . . . the No. 1 drama and comedy shows. And the two top music and variety programs.

Yes, these stars, too, are responsible for capturing the big share of listening in the West.

As an advertiser or time-buyer,
isn't that what *you* want?

National Broadcasting Company

San Francisco, 420 Taylor Street • Hollywood, Sunset and Vine

Fly Says FM Will Not Reach Small Markets for Some Time

Chairman Advises NAB Group Improvement of Present AM Equipment for Use Several More Years

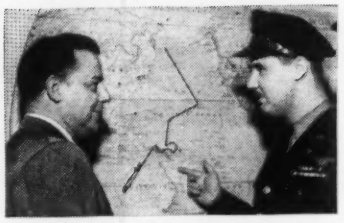
FM may be some time in reaching small markets, Chairman James Lawrence Fly, of the FCC, told the recent meeting of the NAB Small Market Stations Committee, held at NAB headquarters in Washington. The chairman offered this prediction in answering a question dealing with the wartime equipment problem of small market stations.

It was pointed out to Mr. Fly that some small market stations are having difficulty putting out the highest possible quality signal because of a lack of new equipment. The chairman advised stations having this problem to improve their present facilities as soon as possible since they may have to rely on AM broadcasting for several years.

Reshuffling Possible

In reviewing problems of the small market group, Chairman Fly said the possibility of making more local channels available to improve nighttime service of these outlets would have to be discussed with the FCC engineering department. Agreeing that nighttime interference on some local channels is bad, he suggested some reshuffling might be possible but noted there would be a tendency to jam any new channels made available.

Where composite transmitters have deteriorated seriously, he said, new transmitters can sometimes be obtained if necessary to maintain existing service. The FCC engineering department knows of a few transmitters available and has aided in obtaining such equipment in some emergency cases. FCC has no definite policy on covering application for FM and later television facilities by newspapers now owning the only AM outlet in the community, Mr. Fly said.



SITES WHERE NEWS experiences happened to Lt. Gene Fillip (right), former WGN Chicago newsman, are pointed out to WGN news editor, Tom Foy. Lt. Fillip was wounded in action and received the Silver Star and Air Medal, for heroism.

Asked about the situation where an application for an FM license is filed by some individual or organization not now engaged in broadcasting and then an AM broadcaster in the community applies for similar FM facilities, he said he could not commit the FCC to any general policy. The pioneering work of the AM broadcaster is certainly a factor to be considered in his favor, he added, with economic factors and other conditions also aiding in determining whether either or both applications should be granted.

Small Station Problems

Chairman Fly said the FCC recognizes economic problems of small market stations and believes a reasonable policy would permit one chief engineer to handle a station's AM and FM transmitters if located in close proximity. Change in present rules governing use of unattended booster stations for FM may be necessary, he said, since the FCC wants to be reasonable about the situation.

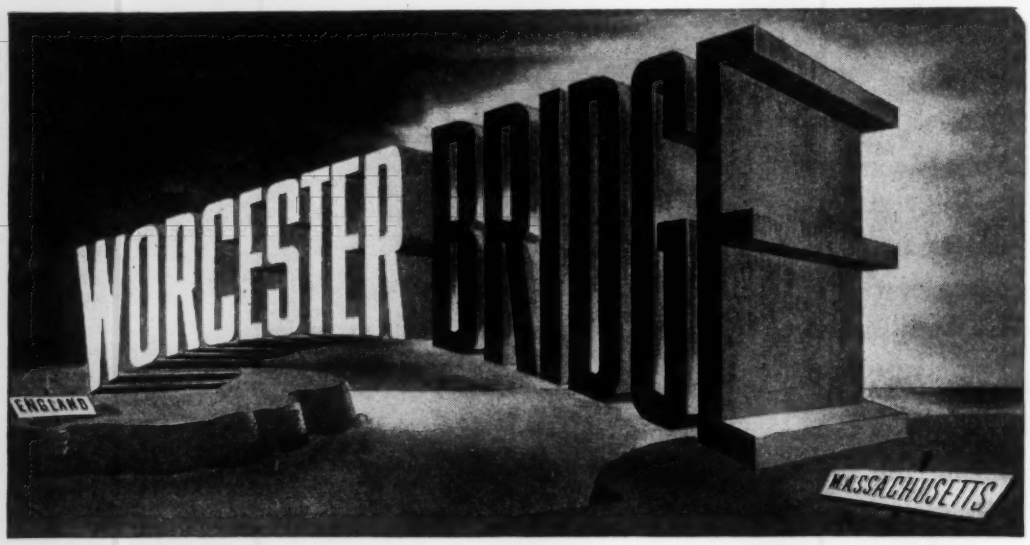
Referring to rules governing programming of FM outlets, he said he believed that as time goes on FM licensees will be required to do more and more original programming. Small market stations, he said, could draw on the high-fidelity recordings and transcriptions now available.

At the meeting of the committee, held May 22-23, Chairman Marshall Pengram, of KRNR Rosenburg, Ore., said that "for the vast majority of small market stations, group selling of five, seven, ten or more stations at one time offers the best approach to increased national advertising".

The committee analyzed a preliminary study of small market station coverage, in which it was shown that such stations cover a substantial percentage of all radio homes, the percentage varying from 3.83% in such densely populated areas as Connecticut to 81.17% for such predominantly rural areas as Kansas. A detailed presentation will be made at the NAB meeting in Chicago Aug. 28-31.

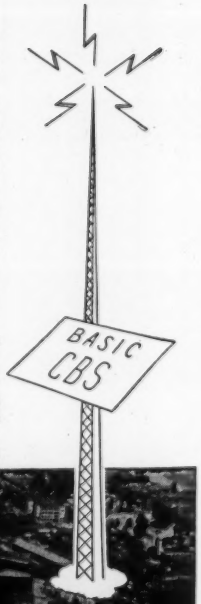
It was agreed that stations employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen.

The committee expressed the opinion that the proposed FCC Order No. 120 relating to mechanical records fails to solve the problem of too frequent repetition of the words "recorded" and "transcribed". Members generally believe there is no need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced at least once an hour. The committee asked NAB President J. Harold Ryan to name a district chairman in each of the 17 NAB districts.



"Worcester, England calling WTAG Worcester, Mass." "London calling WTAG listeners." These are established features received direct on WTAG's own short wave equipment. They frequently include many noted personalities such as Mr. Churchill and Sir Anthony Eden, and other outstanding wartime events.

Here at home WTAG's Mobile Transmitter Unit *covers* news and *makes* news. A creative force of Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and a Publicity Department function the clock around. There's every evidence that this is a Big Station inside of a Big Market.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

ASSOCIATED WITH THE WORCESTER TELEGRAM-GAZETTE

WCR
JOINS
THE
BLUE
NETWORK
JUNE 1, 1944

Nebraska Court's Denial of Rehearing To WOW May Go to the Supreme Court

TWO rulings, handed down by the Nebraska Supreme Court, still leaves the question of ownership of WOW Omaha open to further court action.

The State Supreme Court first denied an appeal for rehearing asked by WOW in connection with the high court's decision on a suit originally brought against the station and the Woodmen of the World Life Insurance Society by Homer Johnson. Dr. Johnson, a Society member, had asked that the lease of WOW by the Woodmen of the World to Radio Station WOW Inc., be set aside. Radio Station WOW Inc. is headed by John J. Gillin Jr., who managed the station for the Society.

The local District Court had ruled that the lease was completely legal and upheld the action of the Society and the new corporation in entering the lease deal. The State Supreme Court overruled the District Court opinion and ordered the lease set aside. Then, on May 26, it refused a rehearing. However, on May 27 the court granted a plea of Radio Station WOW and the Woodmen of the World Life Insurance Society for a stay of issuance of mandate in the suit. The mandate was ordered withheld until Aug. 25, pending appeal to the U. S. Supreme Court, and a $50,000 bond was ordered and posted. The case would go up on a writ of certiorari. Under the writ the highest court would use its discretion in deciding whether to hear the appeal, dependent upon whether it considers a federal question involved.

In the appeal for a rehearing, the defendants, Radio Station WOW Inc., and the Woodmen of the World, charged that the issue of "constructive fraud" was not pleaded in the original case and that the court's decision constituted a fatal variance from the pleadings. The defendants also submitted the plea that the subject matter of the action was solely within the jurisdiction of the FCC and that the State Supreme Court is without jurisdiction to pass on the issue. The high court admitted the right of the FCC to license and to require compliance with the regulations of the Commission but held that does not deprive the State courts of jurisdiction to hear and decide all other property rights in a radio station.

DR. FRANK STANTON, CBS vice-president, and Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., are expected to appear in a one-time broadcast on WNEW New York, dramatizing for the layman the operation of the CBS program analyzer for measuring audience reactions.

YIP-E-E

The

BLUE

Network

COMES TO

West Texas

Service Begins June 1

The world famous programs and facilites of the great BLUE NETWORK are now being broadcast by KRBC, Abilene, KBST, Big Spring, and KGKL, San Angelo, in addition to the outstanding programs of the coast-to-coast Mutual Broadcasting system. Combined primary coverage of KRBC, KGKL, and KBST is 24 counties with a combined population of 326,773. Write, wire, or telephone for availabilities and combination rate card.

Radio Stations

KRBC

KBST

KGKL

Represented by
JOHN E. PEARSON CO.
360 No. Michigan
Chicago
250 Park Ave.
New York

Blue ★ Mutual ★ Texas State Networks

Mary Margaret McBride Feted at Garden Rally

NBC AND WEAF New York last Wednesday celebrated the 10th radio anniversary of Mary Margaret McBride with a special two-hour rally from Madison Square Garden, probably one of the largest events of its kind honoring a local woman commentator. Orchestra leader Fred Waring served as m.c. and provided the music. Mrs. Eleanor Roosevelt, John Golden, Robert St. John, Fannie Hurst and Billie Burke were among those participating in the event, a large portion of which was given over to recruiting for the women's services. A full hour of the show was broadcast on WEAF covering the 1-1:45 p.m. period regularly occupied by Miss McBride, who devoted the last portion of her program to thanking her 12 participating sponsors. The network carried the first half-hour.

Invitations to attend were issued by Miss McBride through three announcements on her WEAF program. There were more than 44,000 requests for tickets to the Arena, which seats over 18,000. Miss McBride was the guest of honor at a press luncheon given at the Waldorf-Astoria Hotel Monday by NBC and WEAF. William S. Hedges, NBC vice-president in charge of stations, made the introduction. John McKay, NBC press chief, presided.

Garfield & Guild Names Oxarart as L. A. Head

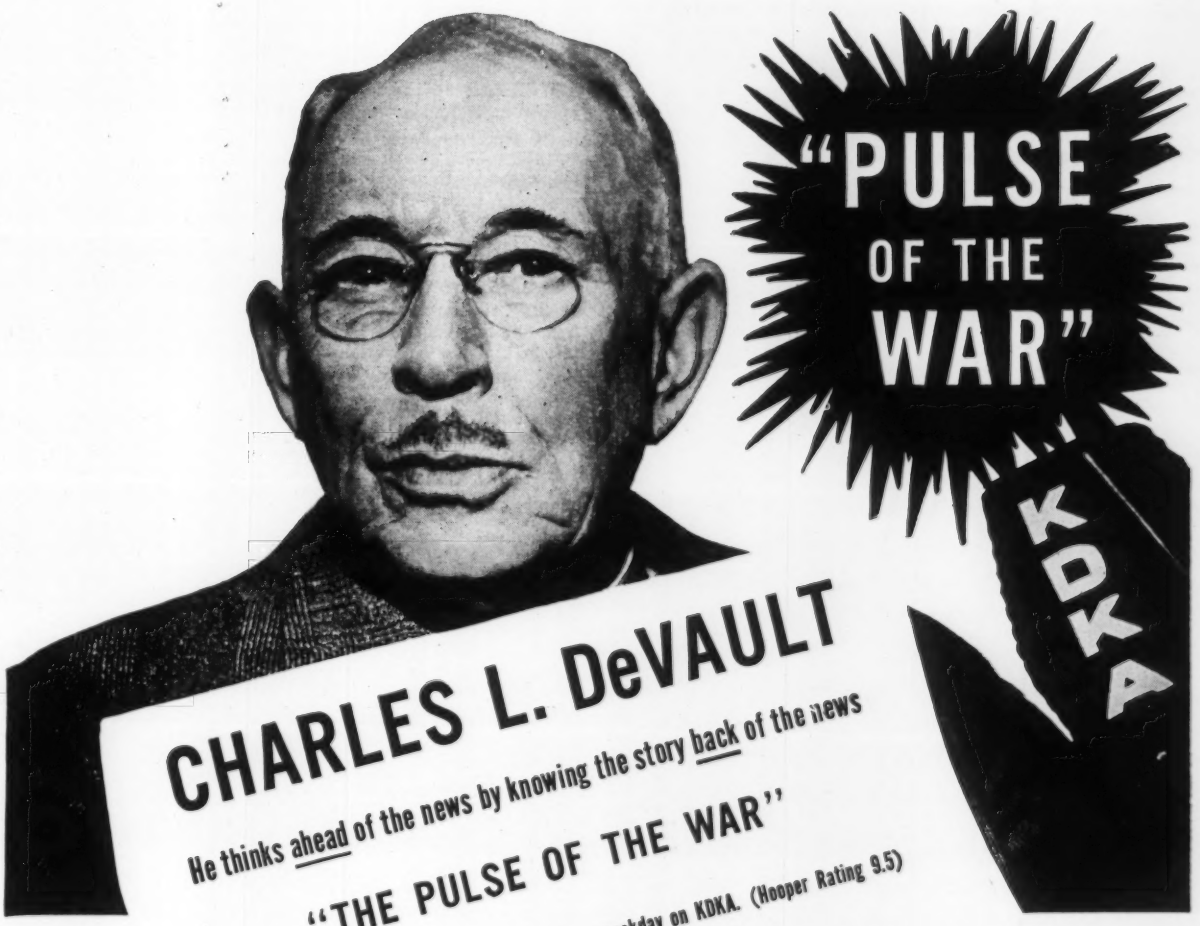
TO BETTER service clients and in an expansion program, Garfield & Guild Adv., San Francisco Agency, has established Southern California offices at 416 W. Eighth St., Los Angeles with Frank Oxarart, newly elected vice-president in charge as resident manager. Telephone is Trinity 3832. Mr. Oxarart has been account executive of CBS Hollywood. Prior to that he was San Francisco manager of Radio Sales division of the network.

Mr. Oxarart

Bertha Rios, head of media, has been transferred from San Francisco to Los Angeles as office manager. Major accounts serviced by the Southern California office include Milani Food Products, Chicago (French dressing); Kay Jewelry Co., Los Angeles (retail chain); Hunt Bros. Packing Co., Los Angeles (canned foods).

Nejelski Forms Agency

LEO NEJELSKI, formerly a member of the advertising plans board of the American Home Products Corp., New York, has opened offices under his own name at 144 East 39th St., same city. Phone number is Murray Hill 3-6775. His agency will function as a public relations and management counsel.


"PULSE OF THE WAR"
KDKA
CHARLES L. DeVAULT
He thinks ahead of the news by knowing the story back of the news
"THE PULSE OF THE WAR"
6:05 to 6:15 P. M., following Esso News, every weekday on KDKA. (Hooper Rating 9.5)

• **DeVAULT—a veteran of 21 years' experience in the United States Diplomatic Service, all with the major nations now at war.**

• **DeVAULT—knows personally the top-ranking leaders in both the Allied and Axis camps.**

• **DeVAULT—selects the significant in each day's happenings.. interprets it with unerring insight.**

• **DeVAULT—His radio popularity and the demand for personal appearances are increasing by leaps and bounds. A plus for sponsors!**

• **DeVAULT—has *arrived!***

Charles L. DeVault, teamed with the pull and penetration of KDKA's 50,000 watts, is spotted at a time when the teeming Pittsburgh area is at ease and receptive.. a *combination* to do a he-man's job of selling to the whole family! See NBC Spot Sales for complete details.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES

WHEN DOROTHY WADMAN says—

"SPINACH"

....then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an over-night best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman's proven selling ability can be yours — on an economical participation basis!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Proposed Disc Rule Clarified by FCC

Commission Points Out That Sec. 3.407 Still Operates

TO CLEAR up the inaccurate report that it had actually amended its regulations relaxing the transcription and recording announcement, the FCC last Monday issued a public notice emphasizing that the change is simply a "proposed" amendment and has not been finally adopted. It is understood a news association transmitted the report on May 16—date of the FCC's announcement—as an immediately effective amendment, rather than one to be considered finally after briefs due on June 16. Following is the text of the FCC's notice:

In view of an apparent misunderstanding on the part of some broadcasters as to the effective date of the Commission's *proposed* amendment to Section 3.407 of its Rules, relaxing the requirements of identifying announcements for transcribed radio programs, the Commission issued the following statement:

"On May 16, 1944, the Federal Communications Commission in Order 120 *proposed* an amendment to Section 3.407 of its Rules and Regulations governing announcements of transcriptions. At the same time, the Commission invited interested persons to file statements or briefs on or before June 16, 1944, setting forth why the amendment should not be adopted or why it should not be adopted in the form proposed. No final action will be taken by the Commission on the proposal until after June 16.

"Therefore, pending final action by the Commission, Section 3.407 of the Rules and Regulations, as presently constituted, continues in effect."

Former WSIX Facilities Sought in Applications

SECOND APPLICATION within a fortnight to seek a construction permit covering the Nashville, Tenn. facilities of 250 w unlimited time on 1240 kc, local assignment vacated by WSIX Nashville in 1942, was to be filed with the FCC according to a report last week from the applicant, J. W. Birdwell, former owner-operator of WBIR Knoxville and at one time partner in WJHL Johnson City, Tenn. The first application, receipt of which was announced by the Commission May 25, was filed by two prominent Nashville businessmen, E. E. Murrey and Tony Sudekum, and J. B. Fuqua, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WGAC Augusta, Ga., and Harben Daniel, vice-president and general manager of WSAV Savannah [BROADCASTING, May 22], doing business as Tennessee Broadcasters, a partnership.

It is reported that both proposed stations would be affiliated with Mutual, giving Nashville for full-time outlets, one for each network. Mr. Birdwell states that his station would provide service strictly of a local nature and would cooperate fully with all local civic, fraternal, religious and governmental agencies. Sale of WBIR was authorized in January from Mr. Birdwell to American Broadcasting Corp., licensee of WLAP Lexington, Ky., and which is controlled by J. Lindsay Nunn and his son, Gilmore N. Nunn, now a captain in the Air-Transport Command. WSIX now operates fulltime on 980 kc with 5,000 w.

WELCOMING Harry Sadenwater (left) back to the RCA fold as broadcast equipment sales manager of the eastern region, with headquarters at 411 Fifth Ave., New York, is T. A. (Ted) Smith, RCA sales manager for broadcasting and allied equipment. Prior to his new appointment, Mr. Sandenwater was manager of services for RCA Labs., Princeton, N. J. Twenty-five years ago, as a Navy lieutenant, he served as radio officer on the famous NC-1, one of the four Navy flying boats attempting the first transatlantic flight.

RELAY LICENSES NOW THREE YEARS

AMENDMENTS made to its Rules and Regulations by the FCC last week increase the normal license period of relay broadcast stations from two to three years, made the expiration date of these licenses concur as near as possible with the licenses of the broadcast stations with which they are used and formulate the requirement that program and operating log entries shall contain an entry to show, for each program of network origin, the name of the net originating that program. Full text of the Commission statement follows:

The Commission en banc on May 30 amended Section 4.3(b) of its Rules governing Broadcast Services Other Than Standard, so as to increase the license period of relay broadcast stations from two to three years and make expiration dates of relay broadcast station licenses as nearly as possible the same as expiration dates of the licenses of the broadcast stations with which they are used. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, a Regulations will be issued for a period

Section 4.3(b) as amended reads:

"Section 4.3—LICENSE PERIOD: RENEWAL—

(a) * * *

(b)—Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

(c) * * *

(d) * * * *"

At the same time the Commission amended Section 3.404(a) stating the requirements for program and operating log entries by the licensee of each broadcast station, by adding a fourth requirement "(4) An entry showing ,for each program of network origin, the name of the network originating the program."

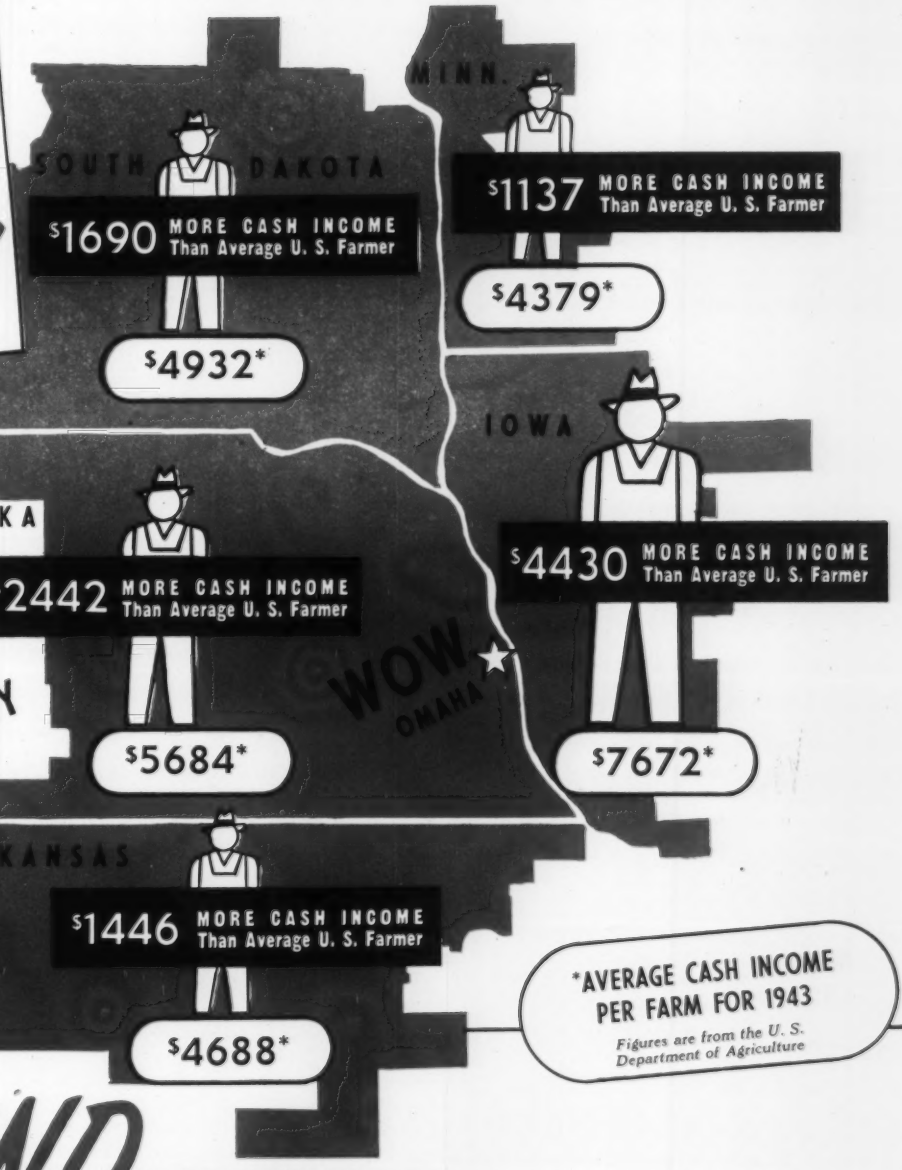
New Canadian Station

CFPA are the call letters of a new 250 w station at Port Arthur, Ont., licensed to R. H. Parker, Fort Williams, Ont. Station will operate on 1230 kc, according to information of the Radio Branch, Department of Transport, Ottawa. Mr. Parker is at present general manager of CKPR Fort William.

AVERAGE 1943
CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U. S. as a whole: $3242

Advantage of WOWLAND FARMER Over Average U. S. Farmer $2371



*AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U. S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by 35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

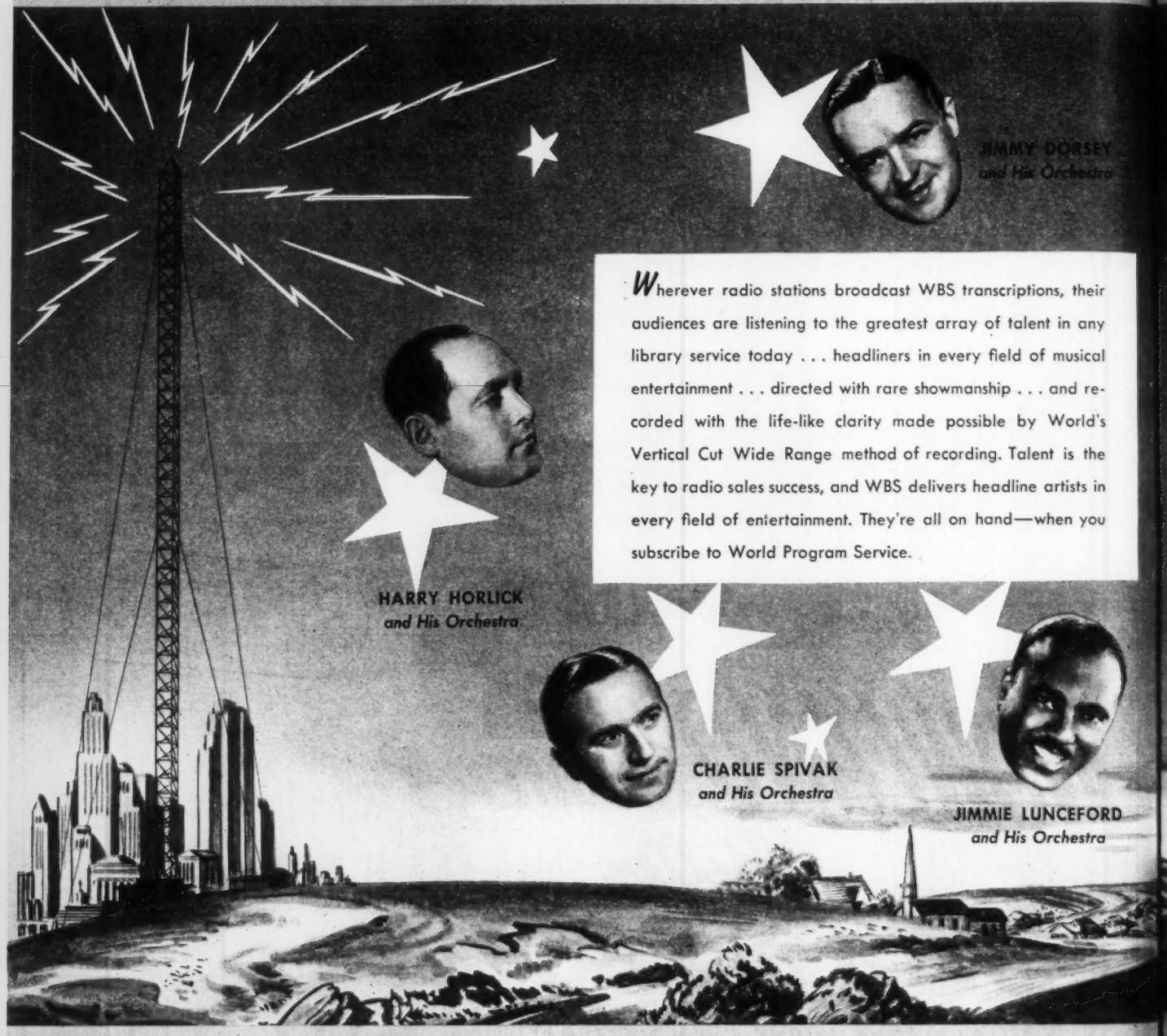
Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

They're Listening to t



*W*herever radio stations broadcast WBS transcriptions, their audiences are listening to the greatest array of talent in any library service today . . . headliners in every field of musical entertainment . . . directed with rare showmanship . . . and recorded with the life-like clarity made possible by World's Vertical Cut Wide Range method of recording. Talent is the key to radio sales success, and WBS delivers headline artists in every field of entertainment. They're all on hand—when you subscribe to World Program Service.

Brilliantly Reproduced by

WORLD'S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS

the STARS on WBS

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL

Studio Notes

MORE THAN a quarter of NBC's 2,300 employees are now members of the network's Ten-Year Club. With the recent induction of 114 new members into the club, membership now totals 586.

FIFTY youth leaders working with youth organizations in Dade County, Fla., were guests of WIOD Miami May 27 at the second program of the 13-week series, *Here's To Youth*. Title of the May 27 broadcast was "School's Out".

QUARTER-HOUR transcription describing the work of the USO Camp Shows overseas has been written by Bob Sloane, produced by Bob Shayon, both of CBS, and recorded by WOR Recording Division for local station use in the fall in connection with the National War Fund drive.

NEXT MEETING of the Board of Governors of the Canadian Broadcasting Corp. will take place June 26 at Ottawa.

CAMPAIGN instituted on WHN New York by Dick Gilbert, record m.c., to secure free postage for patients in veterans' hosptials, is slated for support by the military Order of the Purple Heart. Organization will consider resolutions on Mr. Gilbert's proposal at its forthcoming national convention.

ORIGINATING at WLW Cincinnati, the *World Front* panel discussion program marked its first anniversary as an NBC network feature on June 4. Program was started on the night of Pearl Harbor in 1941 and for 18 months was aired locally.

KIDO Boise, Ida., has arranged for a system of region-wide bells, fire sirens and horns to sound immediately upon signal from the station should the news of the commencement of invasion operations come during the time KIDO is off the air. Preparations have been made for the set-up with mayors and fire chiefs in all of the principal cities in southwestern Idaho and eastern Oregon.

KXYZ Houston and KRIS Corpus Christi have appointed Free & Peters as national sales representatives, effective June 1.

Palmer Hits Surveys

CRITICIZING rules of the many types, methods and present listener surveys as an "affliction" suffered by radio today, Fred Palmer, manager of WCKY Cincinnati outlined a standard measurement formula before the Kokomo, Ind., Lions Club a fortnight ago. Such a formula, Mr. Palmer said, would be fair to all and should contain: (1) an adequate sample; (2) proper supervision; and (3) public inspection.

RECORDINGS of school children's class entertainments have been aired by CHEX Peterborough, Ont., as a public service feature in connection with the drive for the sale of war saving stamps. Classroom sales of war savings stamps were placed on a monthly basis and classes reaching or passing their quota were encouraged to put on classroom entertainment, the best of which were later broadcast.

WSKB McCombe, Miss., has taken over the second floor of the Gatlin Bldg. for new studios and offices.

WHIO Dayton broadcast a special program from the home of Capt. Don Gentile, Mustang fighter pilot, who has shot down 30 enemy planes, when the Piqua, Ohio hero returned.

WHYN Holyoke, Mass., "literally upset" its listeners with a special broadcast by the Hitler Gang—Adolf himself, Dr. Paul Josef Goebbels and Field Marshal Hermann Goering. That trio of Nazis was played by Robert Watson, who has portrayed Hitler in the movies; Martin Kosleck, who does Goebbels, and Alexander Pope, who soon makes his motion picture debut as Goering. Assisting was Ward Gardner, WHYN chief announcer.

WCED DuBois, Pa., in early May presented a one-hour broadcast, sponsored by the Rural Electric Cooperatives of Pennsylvania and carried also by WMRF Lewistown and WKOK Sunbury, Pa., from Deshon General Hospital, Butler, Pa., before 1,000 wounded veterans. Following the broadcast the unit entertained soldiers unable to leave their quarters for the hour presentation.

WHB Kansas City was host a fortnight ago at a luncheon for public relations personnel of Government agencies in Kansas when a pre-broadcast recording of the new *Front & Center* program, heard Sundays on the Kansas State Network, was played. Representing WHB were John T. Schilling, general manager; Dick Smith, war program director and creator of *Front & Center*, and "Mouse" Straight, script writer.

PHIL HARRIS, Hollywood musical director, will replace Kay Kyser on the weekly NBC *College of Musical Knowledge* for eight weeks starting with July 5 broadcast. Vacationing for the first time in six years, Kyser will entertain servicemen overseas during the eight-week hiatus. Program format remains same. American Tobacco Co. sponsors the 60-minute variety show.

CHML Hamilton, Ont., began broadcasting 24 hours a day on May 18 and claims to be the first station in Canada so to do. Promotion announcing the change featured "Don't be caught napping when D-Day comes." Ken Soble, station owner-manager, stated that prior to the tube shortage the station was on the air 22 hours daily. With tube supply better now, and D-Day expected any time, the station would continue its on-the-hour newscasts every hour of the day, with news bulletins every half-hour from midnight to 7 a.m.

NEW antenna system for WCBI Columbus, Miss., a Wincharger Type 101 is now in operation. Old tower was destroyed by floods from the Tombigbee River several weeks ago when floating houses clipped the guy wires and caused it to collapse.

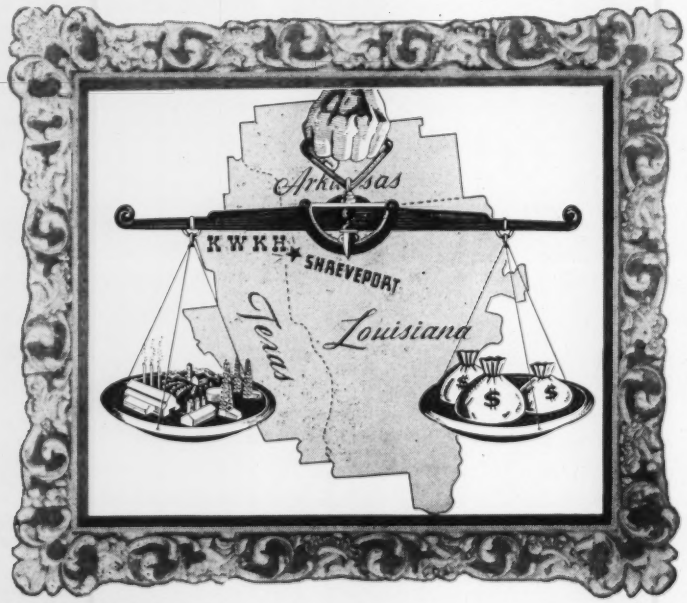
KFRO Longview, Tex., has been awarded a $500 War Bond, first prize in a merchandising contest for Grape-Nuts Wheat Meal, sponsored by Keystone Broadcasting System in connection with a spot campaign sponsored by General Foods on 78 Keystone stations in the south and southwest to introduce the product in that area.

WCBI Columbus, Miss., took second prize, a $100 War Bond; KOTN Pine Bluff, Ark., won a $50 bond for third place; and 22 other stations were given $25 War Bond honorable mention awards.

RALPH EDWARDS and his NBC *Truth or Consequences* program staff are moving to new quarters at 654 Madison Ave., New York.

ASSOCIATED BROADCASTING Corp., newly formed network with headquarters in Grand Rapids, has established Pacific Coast offices at 3055 Wilshire Blvd., Los Angeles. Telephone is Exposition 1339. Van C. Newkirk is West Coast manager.

WDAY Fargo, N. D., celebrated its 22nd birthday on May 22nd.



PORTRAIT OF A

Balanced MARKET

• The rich area of East Texas, South Arkansas and North Louisiana has many natural resources, many major industries. Here are rich oil and natural gas fields which produce a large segment of the nation's fuel and lubricant needs. Agriculture and livestock, lumber and forest products combine with the area's rich resources to make a balanced market. Many alert advertisers are taking advantage of this balanced market by selling now and building sales for the future. It will pay you to investigate now. KWKH will gladly supply additional information.

KWKH

50,000 WATTS

CBS

A Shreveport Times Station

Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

"MUST" COVERAGE

Coverage of . . . *one out of every two radio* homes in the U. S.

Coverage in . . . markets where families have a buying power *more than one-third higher* than the nation's average

Coverage that . . . any advertiser can secure by using these 11 essential stations in these 11 essential markets . . .

WEAF New York	**KOA** Denver
WRC Washington	**KPO** San Francisco
WMAQ Chicago	**WBZ–A** Boston-Springfield
KDKA Pittsburgh	**WGY** Schenectady
WTAM Cleveland	**KYW** Philadelphia

WOWO–WGL Fort Wayne

Advertisers who want a bigger share of the people with active purses . . . receptive ears . . . in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "*must*" *coverage* . . . data on audiences, successes, time available, costs . . . call your nearest NBC Spot Sales Office listed below.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261

Purely PROGRAMS

OLD FASHIONED fairy tales, the kind that have enchanted children for generations past, are featured on a new series of weekly quarter-hour programs produced by WINX Washington, D. C. Titled *Once Upon A Time*, the weekly dramas are acted out and produced by local talent. Highlight of the inauguration of the series, which has been signed for 13 weeks by the Embassy Dairy Co. of Washington to promote its homogenized milk, was a "My Favorite Fairy Tale" contest in which children wrote letters on their favorite fairy tale. Best letter was awarded a black puppy dog (which writer named "Winxy"). Embassy agency was Lewis E. Ryan Co., Washington.

* * *

Best Sellers

WLIB Brooklyn, N. Y., compiles a list of the best-selling records of the week from sales information and presents the records in a weekly quarter-hour program.

Legal Aid

DESIGNED to give legal assistance to servicemen and their families, KQW San Francisco is presenting a public service program titled *G. I. Legal Aid*, Sundays 11:15 a.m. (PWT). Four lawyers, speaking for the State Bar Assn. of California, reply to querries received from servicemen or members of their families. Questions pertain to family allotments, servicemen's debts, insurance problems, rents, leases, Army and Navy relief benefits, etc. Ira Blue, KQW special features director, acts as moderator and producer.

War Stories

STORIES of the war as described by the people who made them, and recorded in many parts of the world by the BBC, the Army, Marine Corps and Mutual's overseas staff, are heard on WOR New York in a weekly quarter-hour program *WOR Newsreel*. Highlight of each broadcast is the most important military or dramatic event of the preceding week. First program May 6 featured a transcription of the first words spoken on American Broadcasting Station in Europe—a message from Robert Sherwood of OWI to the conquered peoples of Europe.

Service Command Work

FORMER entertainers in civilian life, now in the Army, will be featured in *Twenty-One Stars*, weekly half-hour program starting on the Blue Network June 17. Subjects relating to different phases of service command duties will be highlighted on each program, with the purpose of making known the war work being done in all parts of the country.

* * *

WNLC Variety Show

UNDER the auspices of *The Sub*, newspaper published by the shipbuilders & Marine Engineers Union of Groton, Conn., WNLC New London, Conn., is presenting on each publication date a series of bi-weekly quarter-hour variety programs, with talent drawn from the 12,000 employes of the Electric Boat Co.

* * *

School Bands

BANDS of high schools and colleges in the metropolitan New York area are making guest appearances on the *Tolerance Through Music* program heard weekly on WOV New York. Arrangements for guest appearances of the school bands are handled by Alan Courtney, WOV record m.c. and conductor of the program.

* * *

Record Loan

CJBC Toronto has started a new program titled *Collectors' Items*, featuring swing records loaned to the station by collectors of "hot" records. Many rare swing transcriptions, not in the station's musical library, will thus be heard by swing fans on the station's *Ten-Ten Swing Club* program. Records are promptly returned after the broadcast.

* * *

College Forum

WAAT Newark, N. J. presents a weekly 25-minute youth forum under the auspices of the Seton Hall College Adv. Foundation for copy and advertisement evaluation. Program is produced by advertising course students of Seton Hall with students of colleges in New Jersey and other states as guests on each broadcast.

* * *

Woman's Place

WOMAN'S responsibility in the community is the basis of a weekly summer broadcast series of talks, *The Postwar Woman*, on the CBC national network. Historical background of women's emancipation and an outline of the new responsibilities that have come with new privileges are featured in discussions by Dr. Hilda Neatby, professor of history, Regina College.

* * *

Know Your Money

DETECTION of counterfeit coin and currency and safeguards against check thieves and forgers will be revealed in a quarter-hour answer and question program starting June 5 on WNYC New York. A local secret service agent will conduct the weekly program.

Awarded On Merit!

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

IN **ONE MONTH**, March 26th through April 26th, 1944, started or accepted COMMERCIAL CONTRACTS calling for the production, before May first, 1945, of up to . . .

3958

Commercial Quarter Hours!

(Plus a Substantial Volume of Station Breaks Saies Participation)

OVERWHELMING PROOF—Following a Net Sales Gain of 73.3% in 1943 . . . of KFNF's unquestioned Leadership in a Vital Market

In The Heart of the Missouri Valley—It is—

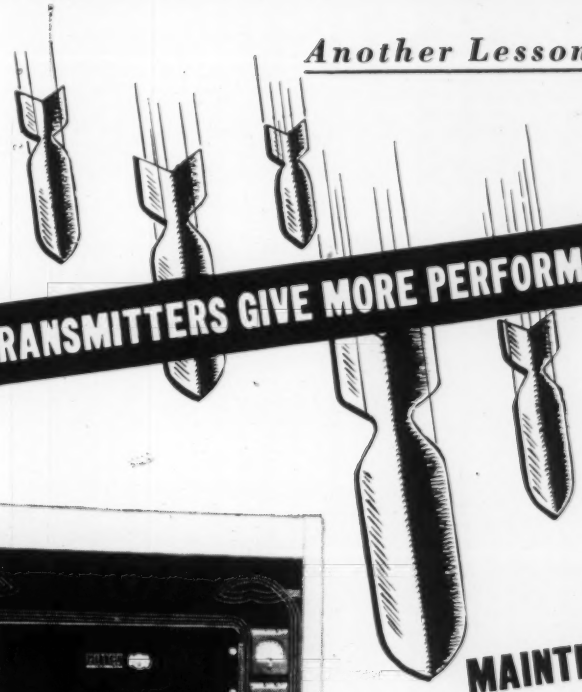
KFNF

"The Friendly Farmer Station"

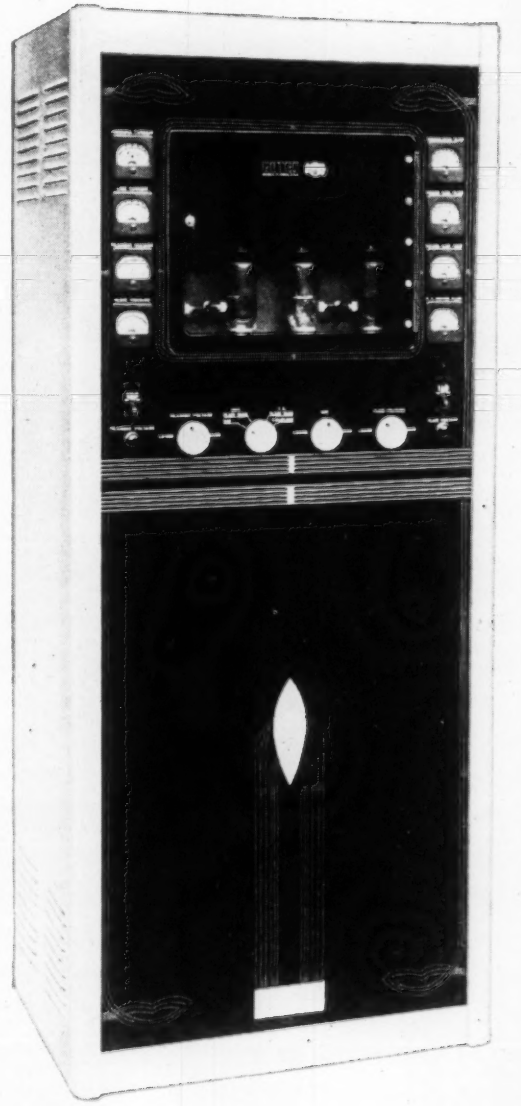
1000 Watts 920 KC.

Mail Maps Tell the Story—Write or Wire—direct to Frank Stubbs, Mgr. KFNF, Shenandoah, Iowa

*Another Lesson Learned at Pearl Harbor**



* GATES TRANSMITTERS GIVE MORE PERFORMANCE HOURS - PER DOLLAR !



Model 250C Transmitter "Showmanship With a Plus Performance!"

A recent survey of Gates installations reveals:

MAINTENANCE COSTS FOR 80 GATES TRANSMITTERS IN THE 2½ YEARS SINCE PEARL HARBOR HAVE BEEN LESS THAN $1000!

Just figure it—an average maintenance cost of $12.50 for 2½ years—forty some cents per month! Today, when equipment is at the "critical stage," *efficiency* is not only important, it is a *must*. Years of experience in transmitter designing has enabled Gates engineers and skilled craftsmen to design and build transmitter equipment that measures up to today's heavy-load requirements. And that's a sound reason why the less you have to spend, the more important it is to buy Gates equipment and enjoy more performance hours *per dollar!*

If you'd like to know more about the Model 250C Transmitter illustrated, write for technical bulletin which gives complete data and details. Consult us on any maintenance problem, without obligation.

GATES RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied equipment in the electronic fields.

BALTIMORE: THE
PACKING CENTE

CHAMPION CATTLE-HOGS-LAMBS

In addition to being an industrial giant, Baltimore is also the heart of a rich agricultural region. From the rolling pastures for miles around come a steady stream of cattle, hogs and lambs to Baltimore's stockyards. Great packing companies like Schluderberg-Kurdle (the famous Esskay brand) Corkran-Hill, Goetze, Swift, Heinz's, Armour and others ship Baltimore meats and meat products over a wide area.

E GREATEST MEAT
R IN THE EAST

There are 24 meat packing establishments in Baltimore. In the last 25 years, this great Baltimore industry has increased by more than 150%!

The tremendous growth of the meat packing business in Baltimore has its parallel in scores of other industrial fields. For Baltimore's prosperity is based on diversification—and more than 100 different industrial classifications contribute to steady, uninterrupted progress. Baltimore is the fastest growing big city in the East! For more than 25 years the industrial output, the number of wage earners and the total industrial payrolls have been growing at a rate that outstrips any other Eastern seaboard city.

If you regard advertising as an investment, you'll want to put your advertising dollars to work in a growing market like Baltimore. And Baltimore's Number One advertising medium is W B A L.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Planks & Lip Service

THE MAJOR political parties are about to hold their national conventions to nominate their respective Presidential candidates. Now it looks hands down, Roosevelt versus Dewey.

Following custom, each party will adopt a platform committing it to speedy and complete victory, postwar rehabilitation and betterment of the economic, social and political fabric of the nation.

Four years ago, for the first time, both political parties adopted "free radio" planks. Each pledged radio on a parity with the press —free by constitutional guarantee.

No one questions the sincerity of these utterances. The resolutions committees of the two parties considered free radio planks as important in the national scene, for even then there were more than cursory pot-shots at the bungling tactics of the FCC and the threat to radio's freedom implicit in its actions.

But let's look at the record. Is radio freer today than it was four years ago, when these planks were adopted? Does the Supreme Court decision of May 10, 1943, give radio greater or lesser freedom? Would the White-Wheeler Bill, in its latest revised form, offer more or less restraint upon radio as a "free enterprise?"

It can be expected that radio planks again will appear in the party platforms. But they should amount to something more than mere campaign promises that look good in type or ripple well over the air. Mere lip service won't give radio its freedom.

That Fresh Start

SHORT TEMPERS, confusion, unwillingness to face facts and perhaps Washington's heat (man-made and natural) seem to have combined to frustrate remedial radio legislation. The White-Wheeler Bill to amend the Communications Act has been pronounced dead by its co-author, Chairman Wheeler (D-Mont.) while co-author White (R-Me.) also appears to have despaired of action.

The blame is ascribed to differences between Committee members and those representing various segments of radio. The bill is the result of weeks of hearings and months of deliberation by Sens. Wheeler and White and Committee aides.

Not even the authors contend the bill is perfect. But evidently they are unwilling at this stage to talk it over and compose differences. Certainly the bill is far from perfect. Admittedly it doesn't accomplish the ends which even its authors sought to gain.

But it is a start in the legislative process. We were never aware that a committee print of a bill is sacrosanct. The bill, as now drawn, is contradictory. The provision on banning of news sponsorship, though perhaps never seriously intended for anything more than window-dressing, stirred up a controversy that overshadowed all other aspects. And the proposed ban on power—to which Mr. Wheeler appears to be so irreconcilably pledged—shouldn't be the altar upon which full-scale corrective legislation should die.

It was our impression that Congress legislated, not for the good of an art or industry, but for the welfare of the public. Sen. Wheeler's Committee, after years of cursory consideration, decided a revision of the Communications Act, the radio provisions of which were written 17 years ago, was desirable. Hearings were held and a revised measure drafted. Now, because of "differences", Chairman Wheeler is disposd to dump everything overboard.

If new legislation is needed, then it is the duty of Congress to proceed. The legislative processes in both Senate and House usually root out the evil or undesirable provisions. We agree with Sen. Tobey (R-N. H.) that "nothing constructive" can come from "doing nothing".

New Low on Valor

EVIDENTLY playing on patriotism, several fraternal and labor organizations are reported spending thousands of dollars for transcribed dramatic serials for intensive membership campaigns. One of a series, produced by a fraternal organization and submitted to a broadcaster for use "without charge", went like this:

As two young men leave for Army service they're given a rousing home-town send-off. The mayor promises their jobs will be waiting when they get back; their boss gives added assurance. Through dramatic sequence and sound effects the youths are taken into battle, wounded, returned and finally medically discharged but still able to work.

It's a different story when they return; their boss is sorry but has no vacancies; the mayor can do nothing for them. They turn to the Shaking-Hand Fraternity, which maintains a service club for men. The Grand Vizer in charge of Jobs for Service Men picks up the phone, calls their old boss (who, by the way, is a brother Hand-Shaker).

The light dawns; after all the boss didn't realize his fraternity was interested . . . why sure, send 'em over first thing in the morning; their jobs are waiting. The tag is a plea for membership to "help us find jobs for our returned heroes".

To what does it add up? Listeners are told (through drama) that: (1) employers have no interest in employes who have gone to war; (2) political leaders don't give a hang for the men of their communities; (3) the Shaking Hand Fraternity is doing a real service for "our boys". And all that adds up to new members, plus creating doubts in industry and Government.

Some of these membership campaigns are offered to radio "without charge". If a station manager turns them down as sustainers, then he's offered full card rate. That should be the pay-off to any broadcaster.

Many stations, in cooperation with the Veterans Administration and local Government employment offices, are providing time to assist returned service men in finding niches in civilian life. Radio will continue this public service for the men who are giving their all.

Broadcasters want no part, however, of any membership campaigns which exploit, for commercial gain, American patriotism and valor.

Our Respects To -

HUBBELL ROBINSON Jr.

SOME 15 years ago a young man in the traffic department of Young & Rubicam in New York overheard the conversation of two of the agency's radio producers. They were exasperated because the scriptwriter for one of the larger radio shows had gone on a spree and there was no sign of an overdue script. In their aggravation they decided to take drastic action when and if the scriptwriter returned.

When the executives left the department the young man opened his desk drawer, took out some copy paper, borrowed a typewriter and pounded the keys for several hours, producing a script which he promptly took into the production department. The radio chiefs read the script, made some minor changes and a few days later a network detective program was broadcast—from the traffic boy's script.

That young man was Hubbell Robinson Jr., who today is vice-president and associate director of radio at Young & Rubicam. Born in Schenectady, N. Y., Oct. 16, 1905, he attended Phillips Exeter Academy, and Brown U. where he received his AB in 1927. At Brown he was associate business manager of the *Brown Daily Herald*, campus paper. He was also a member of Alpha Delta Phi.

Upon graduation, Hubbell decided he was going to be a writer, so he started as a reporter for the *Schenectady Union Star*. He left when he was offered the opportunity of a reporting job on the *Knickerbacker Press* in Albany. But the young reporter was ambitious and wanted to get places fast. There was only one town where that could be accomplished. That was New York.

And so to New York. There he got a job reviewing stage shows in large presentation houses for the *Exhibitor Herald*, but after a short time decided advertising agencies afforded the best opportunities for an aspiring writer.

To get started, he took an unglamourous job in 1928 as a messenger-boy with Young & Rubicam. His efficiency and alterness was soon noted and he was promptly moved into the traffic department. Shortly after his sudden debut into the scriptwriting field he was named assistant to the head of the radio department.

In 1933, while on Y&R's production staff, Hubbell was appointed to set up a station relations department. Three years later he returned to the production department, where his easy style and flair for scriptwriting and direction soon ranked him as an authority on radio production.

Another promotion came in 1938 when all

(*Continued on page 42*)

THREE REASONS

why WMFM belongs on your fall schedule . . .

LISTENERSHIP

Wisconsin has eagerly accepted the advantage of static-free, crystal-clear FM broadcasting. In Milwaukee, and much of Wisconsin, *FM means WMFM* The appealing WMFM combination of crystal-clear, static-free FM, plus outstanding programming strikes a responsive note.

PRESTIGE

Your programs become an integral part of the WMFM schedule of distinctive, quality programs keyed to the wants and needs of the community. Your product . . . your program are associated with a station that has won the respect and gratitude of its listeners.

PROGRAM SERVICE

WMFM has learned FM programming. It has pioneered some of the outstanding FM programs in the country. You can benefit by the experience that WMFM has gained since it took to the air in September of 1940, as the first FM station west of the Alleghenies.

Perhaps one of the many outstanding live sustaining programs of WMFM will exactly fit your requirement. If not, we welcome the chance of working with you in the development of the right program.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build audiences and promote sales. Write, wire, phone for availabilities.

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

In acquiring knowledge of ***best*** radio time buys, ***astute buyers*** are regular "bookworms"!

Here are the ***facts*** which cause them to evaluate KOA as ***best buy*** in the Denver Market:

Dealer Preference
(68.8%)*
Listener Loyalty
(69%)**
Programs
(9 out of top 10)
Power
(50,000 Watts)
Coverage
(Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

Our Respects to

(*Continued from page 40*)

radio production was placed under his supervision. The following year he took over all program planning and talent buying. He became a stockholder in the agency in 1941. He was named assistant director of the radio department in 1943. This year he has been appointed a vice-president of the firm where he started as a messenger-boy only 16 years before.

Hubbell Robinson married the former Therese Lewis of New York in 1940. His wife shares his same deep interest in the entertainment business. She was at one time scriptwriter for the Helen Hayes' radio series and also wrote the movie-script for Rosalind Russell's film, "What a Woman."

From time to tme he contributes short stories, satires and articles to *Esquire, Scribners, Current Opinion* and other periodicals. After working 16—18 hours a day, he spends his spare time writing and reading American history.

His early enthusiasm and eagerness is still on tap. He is continuously on the lookout for new ways and means of producing better radio programs and doing a better job for his firm and their clients.

Speaking of radio production he said, "There is too much slipshod production in radio today. The public has been educated to sense bad production and direction. Radio producers must constantly be on the alert and work to obtain, and maintain, a general high level of excellence in their work." When asked about televsion, he said, "There are enormous possibilities for radio producers who familiarize themselves with television. In a comparatively short time demands on radio producers for television shows will be great and the 'stop-watch' producer will soon discover he has no place in the video field, nor that field for him."

Graybar Names Cossman, Guy In Personnel Change

WALTER P. HOAGLAND, vice president and central district manager of Graybar Electric Co., retired June 1 after 44 years' service with the company. George J. Cossmann, his former assistant, and also a veteran employe of 44 years, will succeed him.

Additional changes announced by Graybar include the appointment on June 1 of W. E. Guy as district commercial manager at Chicago, succeeding J. H. Gleason who will retire shortly. Mr. Guy, who started with Graybar Electric Co. in 1924 was at one time president of the Chamber of Commerce, Hammond, Ind.

CBS Playhouse at 1697 Broadway, New York, is the scene of "Murder on the Fred Allen Program", mystery novel appearing in the July issue of *American Magazine*. Fred Allen, Portland and other members of his program play prominent parts in the story.

Personal NOTES

BURRIDGE D. BUTLER, president of WLS Chicago and editor-publisher of *Prairie-Farmer*, returned to Chicago last week from his home in Phoenix, Arizona, where he lives during the winter.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, will preside at the San Francisco meeting of sales and program executives from Pacific Coast affiliates on June 10.

GILBERT M. HUTCHISON, commercial manager of WBIG Greensboro, N. C., is the father of a boy.

EVELYN HALE, secretary to Frank E. Mullen, vice-president and general manager of NBC, has been appointed assistant manager of the public service department of the NBC western division. Assuming her new position June 15, she will act as assistant to Jennings Pierce whose activities include the direction of station relations and guest relations for NBC in the west.

C. B. HELLER, now with the Overseas Branch of OWI, visited his former associates last week at WLOK Lima, Ohio, where he was commercial manager for the station. Mr. Heller is attached to the OWI New York news and feature bureau, awaiting overseas assignment.

CHARLES MICHELSON, president of Charles Michelson Co., radio transcription firm, New York, returned to his office June 5 after an absence of four months, following an attack of pneumonia.

JOSEPH LANG, general manager of WHOM Jersey City, has been appointed coordinator of foreign language broadcasts in the New York City area in connection with the Fifth War Loan Drive. He will divide his time between the drive and his station duties, which he is continuing pending FCC approval of the transfer of the station license to Iowa Broadcasting Co. [BROADCASTING, May 22].

FRED J. MURPHY is a new member of the sales staff of WSRR Stamford, Conn. Mr. Murphy was formerly regional manager of Broadcast Productions, New Haven.

FRED A. WEBER, former district manager for Investors Syndicate, Davenport, Ia., has joined Burns-Smith Co., Chicago, station representative, in a sales capacity.

WARREN JUSTICE, released from the Navy, has joined KHJ Hollywood as account executive.

EDWARD W. WOOD, Mutual network sales manager, has returned to New York following Hollywood conferences with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

DON NORMAN, NBC spot sales representative in San Francisco, has taken over that office in Hollywood, replacing Fred Selzer who reports to the Army. Mr. Norman's successor is Carl Nielsen, former KPO sales representative.

DON FRANCISCO Jr., former advertising manager of Avion Inc., Los Angeles (aircraft parts), has joined KWKW Pasadena, Cal., as account executive.

THOMAS F. CLARK Co. has been named as national representative for WLAG La Grange, Ga., effective June 1.

Official U. S. Navy Photo

LOOKING OVER latest radio news from the States while on Navy assignment somewhere in the Caribbean are these broadcasters, who get together whenever time permits to talk over trends in the trade. Now serving as communications officer, Caribbean Sea Frontier, is Comdr. E. J. Gluck, USNR (seated), who is president of WSOC Charlotte, N. C. Standing is Lt. Louis Read, USNR, former commercial manager of WWL New Orleans, now public relations officer for the Tenth Naval District.

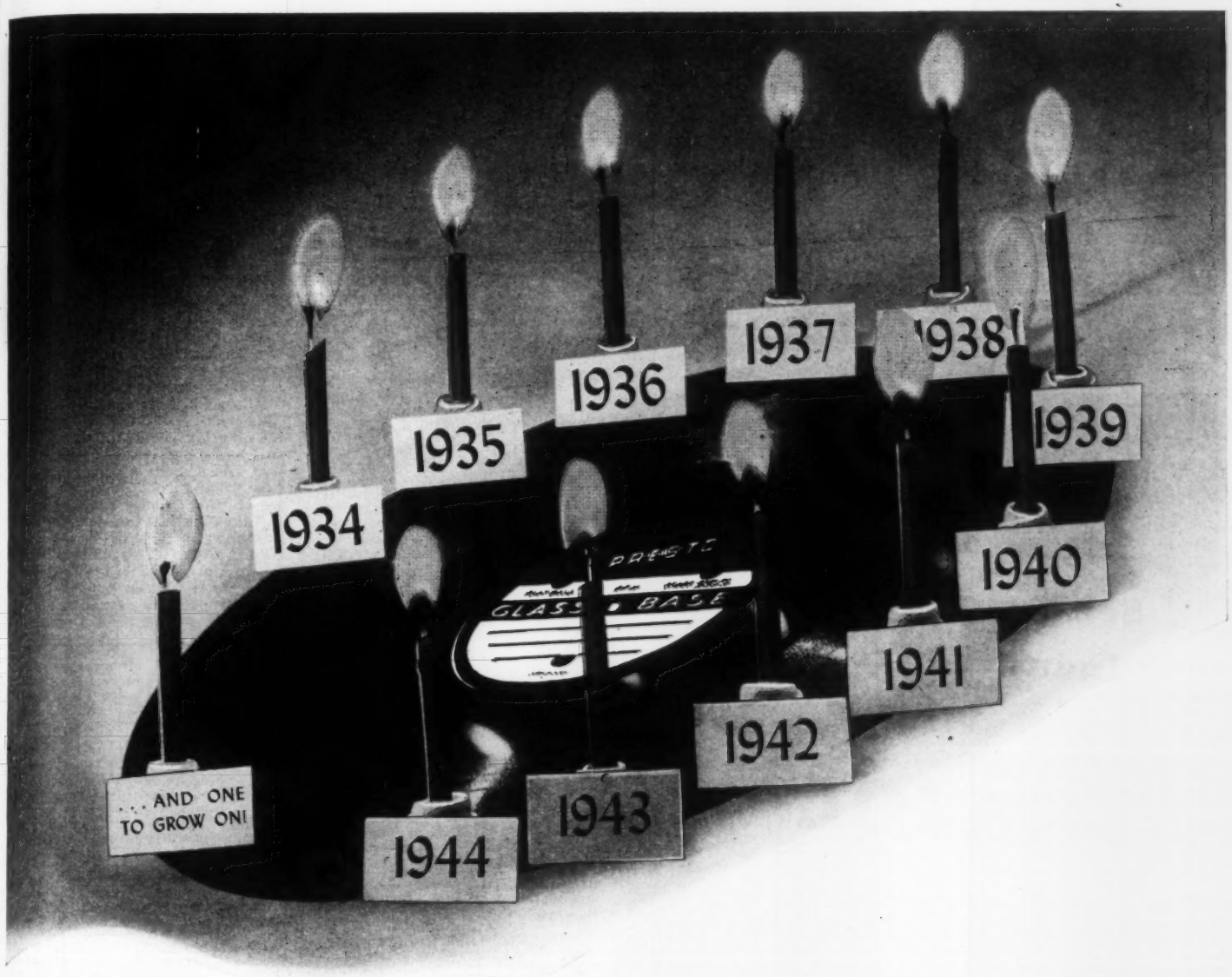
Hooper Ratings Show Audience Drop in May

C. E. HOOPER Inc., in the May daytime network ratings, reports the average available audience at 69.8, down 2.0 from the last report, down 2.3 from a year ago. There is a drop of 1.4 from the previous report for average set-a-in-use, the current figure being 141. Average daytime program rating stands at 4.3 a decrease of 0.6 from the last report.

First place goes to *When a Girl Marries* in the top 10 weekday programs. *Young Widder Brown* ranks second, and *We Love and Learn* third, followed respectively by *Ma Perkins* (CBS); *Kate Smith Speaks; Stella Dallas; Our Gal, Sunday; Pepper Young's Family; Big Sister; Ma Perkins* (NBC). Top-ranking Saturday daytime shows, not included in the weekday list are: *Stars Over Hollywood*, first; *Fashions in Rations*, second. *Ma Perkins* has the highest sponsor identification index of those programs included in a list of subscribers to the C. E. Hooper service.

ORVILLE PRESCOTT, literary critic of the *New York times*, on June 10 starts a weekly book review on CBS, Saturday 2:15 p.m.

SPORTS
WHN WHN WHN WHN
MUSIC
1050 1050 1050 1050
NEWS
WHN WHN WHN WHN
WHN
DIAL 1050 - 50,000 WATTS



PRESTO IS 10 YEARS OLD

In 1934 Presto made the first commercial cellulose coated recording disc. At the time there were perhaps 3 or 4 instantaneous recording studios in New York making recordings on plain aluminum. We sent these studios samples of our new coated disc and a steel needle to cut them.

They were amazed. Never had they heard a record with so little surface noise . . . such perfect musical response.

Presently we received an order for 100 discs and the entire plant personnel (all 5 of us) worked a week to fill the order.

Already we had made a few recording turntables which we offered, among others, to broadcasting stations and schools. Often as not they asked, "What use would we have for those things?"

Today thousands upon thousands of Presto recorders are in daily service all over the world. On this, our 10th birthday, we want to thank you for having helped us to grow and to assure you that we will continue to do our darndest to give you the best recording equipment we know how to build.

Presto Recording Corporation, New York 19, N. Y., U. S. A.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BEHIND the MIKE

ROBERT F. ANTHONY, former assistant program promotion director of Mutual, has joined WHN New York as sales promotion and sales director, replacing Hartley Samuels now in charge of *Parade of Stars* promotion at NBC.

GLENN DOLBERG, one-time program director of KFI-KECA Los Angeles, has been appointed western field representative for Broadcast Music Inc., with headquarters in Hollywood.

A.M. at P.M.

WHEN the boys in the Aleutian Islands tune in on *Dawn Busters*, early morning jamboree of WWL New Orleans, they are basking in mid-afternoon sunshine, according to Pete Baird, former sports writer of the *New Orleans Item*.

HOWARD R. MALCOLM, formerly on the announcing staff of WBBM Chicago, has joined KHQ-KGA Spokane.

JIMMIE SIMPSON has left the announcing staff of WROC Salisbury, Md., to join WWDC Washington, D. C.

OPPORTUNITY KNOCKS LOUDER
in Knoxville!

Sell America's New Industrial Frontier With

WROL

★ WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

★ WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WROL *Knoxville*
NBC FOR EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

EVERETT C. PARKER, assistant to the manager of the NBC New York public service department, is the father of a girl.

DAVID PELTZ, freelance radio writer, has joined Owen Vinson Productions, Chicago.

ROBERT HANSEN has joined WIND Chicago as sales promotion and public relations director.

ALEXANDER GRIFFEN, WIP Philadelphia news commentator, has signed with Harold Soskin, New York publishers, for his third book, *Nora Sayre, M. D.*, to be published this fall.

REX BOWEN, formerly with the CIAA's united network news staff in the San Francisco area, has been inducted into the Navy. Before going to CIAA, Mr. Bowen was with KFBK Sacramento and KYCA Prescott, Ariz.

SYLVIA BROWN, food consultant for WCKY Cincinnati, will be married to Dr. Walter Bernard Devine, Nashport, O. physician, in July.

KATHERINE FOX, public service director and coordinator of war activities for WLW Cincinnati and who serves as chairman of women's activities of the Ohio War Finance Committee, has been awarded the Distinguished Service Medal, highest form of recognition for volunteer work given by the Committee.

REMI MARTEL has joined the production department of WOR New York as assistant to Steve Ellis on the *Moonlight Saving Time* program, replacing James Miller, resigned.

LUD GLUSKIN, CBS Hollywood musical director, has been signed for the RKO film, "Going to Town", which stars Chester Lauck and Norris Goff (Lum & Abner).

GEORGE FISHER, released from the Army and former commentator on KHJ Hollywood, has returned to the station.

ED HOCHHAUSER, announcer at WING Dayton, Ohio, is the father of a girl.

ROBERT LIGHT, former assistant director of Warner Bros., has joined Blue Hollywood production staff.

MARK GREGORY has left the announcing staff of KYW Philadelphia to join WJR Detroit as news commentator.

EMMA MAE ROBERTS, former promotion director of WCAU Philadelphia, has joined the publicity staff of the United War Chest in Philadelphia.

JAMES McMILLIN, formerly of WORC Worcester, Mass., has been added to the announcing staff of WIBG Philadelphia.

TED R. LINGO, formerly with the cast of the *Wheling Steel-Makers* network show, has joined the announcing staff of WPEN Philadelphia.

BILL HEDGEPETH has joined the announcing staff of WIS Columbia, S. C. He formerly announced at WDNC Durham, N. C.

WAYNE MULLER, announcer and newscaster of KIEV Glendale, Cal., is the father of a boy.

JEAN RUHTZ has joined the program staff of WGFM Schenectady, N. Y., the General Electric FM station. Miss Ruhtz was formerly with WTRY Troy, N. Y. Also new to the program staff of WGFM is Jane Cushman.

STAN SHAW, m. c. of *Gloom Dodgers* on WHN New York, is the father of a boy.

ALLEN FRANKLIN, former MBS announcer, has joined the OWI as a senior field representative.

FRED LEE, Blue network war correspondent, has replaced Henry T. Gorrell as correspondent for the Middle East theatre of operations.

ARMY DUTIES parallel those of civilian life for Lt. Lester Kaminsky (r) of the Fourth Provisional Training Regiment, EUTC, Camp Claiborne, La. He announces *Camp Claiborne News of the Week* on KALB Alexandria, La., one of several Army shows aired by the station. Checking script with Lt. Kaminsky are Dorothy Aden, KALB production manager, and E. A. Cappellini, station manager. Lt. Kaminsky in civilian life was with WACO Waco, Tex.; Texas State Network and KEYS Corpus Christi. Program is written by Lt. Stanley K. Brown, former news and special events director of KOA Denver.

DAVID BANKS, formerly with Mutual in Chicago, and commentator of several southern stations, has joined the announcing staff of WAAT Newark, N. J.

ELIZABETH LACKMAN, for seven years general reporter on the *New York Times*, has joined the press staff of the Blue Network, replacing Aileen Soarez, who has joined the overseas division of the OWI. Pat Cort has left the Blue publicity staff to join the American Red Cross.

WARD WILSON has been named sports director of WHN New York, succeeding Marty Glickman, who has been commissioned a Marine Corps lieutenant.

PAUL GARDNER, former sports writer of the *N. Y. Journal-American*, this week joins the Blue Network publicity staff, replacing Warren Gerz, who will join the Hollywood publicity staff of Young & Rubicam.

JERRY SILL, former director of advertising and promotion of WNEW New York, has joined Mutual's station relations department.

GARRETT HOLLIHAN resigned June 1 as program director of WMCA New York to produce programs on a free-lance basis.

KROD
CBS
The Voice
that's heard all over the important
EL PASO
Southwest
1000 Watts - 600 KC
Dorrance Roderick, Owner
Val Lawrence, Mgr.
NEW MEXICO EL PASO TEXAS
HOWARD H. WILSON CO.
National Representatives

WGR

New Blue Buffalo Outlet Strengthens Web in Upstate N.Y.

★

More Power on Better Frequency enables Blue to deliver Nation's 14th City and Surrounding Area . . . Adding 164,000 MORE Families to present Daytime Coverage . . . Station will do standout promotion.

On June 1, Station WGR (5,000 watts day—1,000 watts night on 550 kc) became the network's new outlet in Buffalo. This shift to a station with greater power and better frequency enables The Blue to cover 87,000 *more* radio homes nighttime—and 164,000 *more* daytime.

This is particularly important to advertisers because it means that from now on The Blue will give even stronger coverage for advertisers in upstate New York.

WGR is launching a comprehensive campaign on its new affiliation with The Blue —to swing the audiences over and in addition will continue to promote Blue sponsored shows with unusual aggressiveness.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

AT THE PEAK!
Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
DISTRIBUTOR
GraybaR
ELECTRIC COMPANY
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

BERNARD BURROWS, former librarian of CHEX Peterborough, has graduated as a pilot in the Royal Canadian Air Force and commissioned as pilot officer. He is stationed overseas.

KATHLEEN FARREL, new to radio, has joined the staff of CKGB Timmins, Ont.

DON NAIRN, formerly of CKGB Timmins, has transferred to the announcing staff of CHEX Peterborough.

JUSTIN DOUGHTY, announcer of CHEX Peterborough, has joined the Royal Canadian Air Force.

LEE TRENHOLM, director of public relations, Underwood Elliott Fisher, Toronto, has been re-elected president for 1944-45 of the Toronto Advertising and Sales Club. Ray A. Barford, J. J. Gibbons Ltd., was elected secretary, G. Alec Phare, radio director of R. C. Smith & Son, as treasurer and R. J. Avery, radio director, Ronalds Adv. Co., director.

ED FRECH, announcer, has joined WALA Mobile., Ala., transferring from WMAN Mansfield, Ohio. Bill Orlean, formerly of WAIT Chicago, has also joined WALA. Other new WALA announcers are John Louther and Ollie Cain.

MISCHA BREGMAN has been named music librarian at WCCO Minneapolis. Mr. Bregman was associated with the Minneapolis Symphony Orchestra as a violinist and librarian for several years.

KEN KENNEDY, program director of WDAY Fargo, N. D., was elected president of the State Junior Chamber of Commerce at the annual war conference.

HOWARD NELSON, war effort director of WDAY Fargo, N.D., is father of a girl.

CHARLEY STOOKEY, farm editor of KMOX St. Louis, completed his 15th consecutive year in farm radio on May 20. He originally joined WLS Chicago in 1929.

DORIS KLUDT has been added to the continuity staff of WSRR Stamford, Conn. She was formerly with Connecticut Radio Adv., Hartford.

MARIE DONAHUE has been promoted to traffic manager of WEEI Boston. She formerly was secretary in charge of national sales. Katherine M. King, formerly with WHDH Boston, is now a member of the WEEI transcription staff.

ROLAND E. SCHEER, former staff announcer of KTSA San Antonio, Tex., is a new member of KRGV Weslaco, Tex.

IOLA BRUBECK, continuity writer of KPRO Riverside, Cal., has resigned to join her husband who is stationed at a Texas Army training center.

ROD O'CONNOR, announcer-producer of WGN Chicago, has joined KHJ Hollywood.

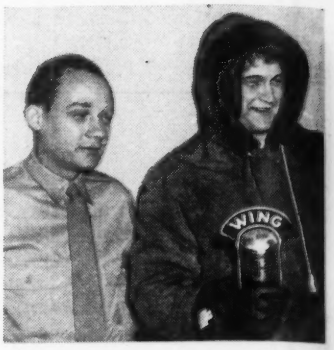
NEIL REAGAN, production manager of KFWB Hollywood, has shifted to CBS Hollywood as producer.

SHELDON W. PETERSON, of the NBC Chicago press staff, is the father of a girl.

ROBERT DUMM, former program director of KSFO San Francisco, has been promoted to a Lieutenant (j.g.) in the Navy.

DON DAVIS, formerly of KLS Oakland, has joined KFRC San Francisco as announcer.

K. LOUIS FLATAU, journalist and recognized authority on international affairs, has started a five-weekly quarter-hour commentary on KMTR Hollywood.



FORTY BELOW weather was described to listeners of WING Dayton, when Roving Reporter Lin Mason (the warmly clothed gent on the right) told of his sensations in the AAF Materiel Command's "All-Weather Chamber" at Wright Field, Dayton. Capt. Walford Marrs (left) is director of the Clothing Unit of the Aero-Medical Lab. In the weather chamber, Materiel Command tests equipment.

WALT HARRIS, previously with KIT Yakima, Wash., and KOB Albuquerque, N. M., is now a member of the announcing staff of KIRO Seattle.

BILL BUTLER, released from the Navy after 18 months' service, has rejoined WJHP Jacksonville, Fla., as announcer.

FRANCES FRATER, continuity chief and associate producer for Radio Council, WBEZ Chicago Public Schools station, joined NBC Chicago June 1 as assistant to Judith Waller, central division public service director in charge of NBC-Northwestern University Summer Radio Workshop.

KEN WILSON, WKBN Youngstown, Ohio, announcer, and Dorothy Johnston, former control room technician of WMBS Uniontown, Pa., were married May 13.

ROBERT RAY MILLER, associate producer for the Radio Council, WBEZ, Chicago public schools station, has been appointed to a Rockefeller fellowship in radio, granting him three months of study in New York network headquarters. Mr. Miller also plans enrollment in New York University Summer Radio Workshop.

KARL SCHLICHTER has been appointed director of the new radio education department of Los Angeles County Tuberculosis & Health Assn.

BOB WARD, director of publicity, WJJD Chicago, is the father of a boy.

IF YOU WANT TO REACH ANOTHER 500,000 EARS
USE
KFDM
Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by Howard H. Wilson Company

Everest Topped by Flier's Find?
(At a U. S. Air Base) An American flier said today that while flying an uncharted route across part of China, he was surprised to find that his altitude of more than 30,000 feet left him still some 2,000 feet below the peak of a mysterious mountain which reared its cloud-shrouded heights alongside his course.
Mt. Everest, world's highest known peak is 29,141 feet high. Thus, it appeared that the new, unnamed mountain might prove to be a record-breaking height if later exploration corroborates the aviator's observations.
been gained.

a new HIGH...

The war's end will bring the day when scientific expeditions may verify a new high on the world's roof. When that time comes, the world will also know a new high in the quality of electronic products . . . through radio and other electronic devices built by

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN dr PRESIDENT

BUY WAR BONDS
5th WAR LOAN
Buy More Than Before

For intensive coverage

of the "heartland"

USE **kglo**

15.17%
of U. S. Pork raised in KGLO Primary Area

MORE PORK is raised in our primary area than in any other state! These millions of hogs are setting an all-time record for cash income. Farmers here in the "HEART LAND" are working and spending towards their greatest production year . . . while thousands of workers bring home overtime pay from the packing plants, hemp mills, corn, soybean and sugar beet processing plants. Everyone of 293,080 families has MORE TO SPEND than ever before. Put KGLO on your list and . . .

Dip into

THE Pork Barrel MARKET

kglo
5000 Watts 1300 K.C.
MASON CITY, IOWA
F. C. Eighmey, Gen. Mgr.
CBS Affiliate
WEED & COMPANY, Rep.

VICK KNIGHT, Hollywood producer, now with Army Special Services division, Palm Beach, Fla., has been promoted to sergeant.

LT. COL. PAUL JONES, former announcer of KGB San Diego, Cal., is attached to the staff of Lt. Gen. Joseph W. Stilwell in China.

FRANCES FARMER WILDER, for the past six years director of education for Columbia Pacific Network, Hollywood, has been appointed CBS coordinator of daytime programming, with headquarters in New York. In her new capacity, Mrs. Wilder will deal with agencies and clients in merchandising material obtained through research in markets dominated by women listeners.

ELIZABETH KERN of WING Dayton has been named chairman of the fellowship committee of the Dayton Advertising Club by Jack Hershey, director of advertising for the Dayton Rubber Mfg. Co. and newly elected president of the club.

PAUL J. MILLER, production manager of WWVA Wheeling, W. Va., has completed his 22nd year of broadcasting. Joseph A. McQuay, announcer, has shifted to WWVA from WAJR Morgantown, W. Va.

STEWART SPENCER, announcer and publicity director of WPTF Raleigh, N. C., has resigned to enter the Navy. New addition to the WPTF announcing staff is Larry C. Johnson.

KENNETH PETERSON is now a member of the WMPS Memphis announcing staff. He was formerly with KOBH Rapid City, S. D.

LESLIE BALOGH BAIN, news commentator of WIOD Miami, has returned to the station after a two-week observation tour overseas as an accredited Naval correspondent. Reports on his observations and experiences are now featured on his Monday through Friday broadcasts.

CHAMPIONS of Detroit's new Inter-Station Bowling League are these members of the WJR team which made a clean sweep of all honors in the league's first season of competition. Standing (l to r): Marc Williams of the *Happy Hank* program; Charles Park, announcer and secretary of the league; Harold Lake, transcription librarian; William Jacoby, technician and organizer of the league. Front row (l to r): Dave Olson, producer; Eric Howlett, program director; Lew Cervenak, musician.

DOROTHY FULDHEIM, lecturer and commentator, has joined WJW Cleveland.

CLARE PATRICK, formerly of KPO San Francisco music rights department, has been appointed a first lieutenant in the WACS and is stationed at Stout Field, Indianapolis.

ROBERT ARTHUR, free-lancer who writes *Nick Carter* and *Mystery Traveler*, both heard on Mutual, has been named by the Blue network to edit scripts for *Appointment With Life*.

TONY FERREIRA, formerly with the Republic Pictures publicity department and previously a stage manager-director, has joined the Television Workshop, New York, as a writer-producer-director.

WILLARD L. DOUGHERTY has been promoted to a first lieutenant in the Army. Known as "Will Douglas" to CBS listeners, the former announcer was employed at WKBN Youngstown, O.

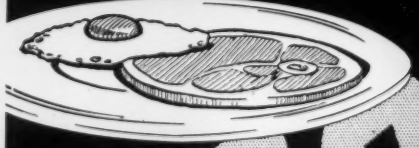
JOHNNIE ALSON has relinquished his m.c. duties with the Blue Network to become a staff announcer, replacing Hugh James, who continues his commercial commitments on Blue and NBC programs.

BILL DILLNER, formerly on the announcing staff of WDSU New Orleans, has joined WAAF Chicago.

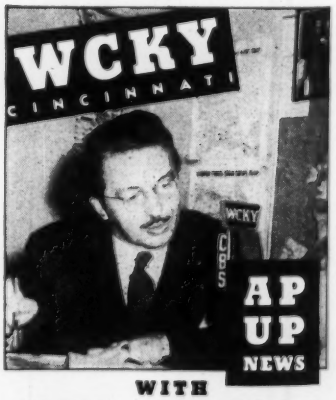
Westinghouse to Import

WESTINGHOUSE Electric International Co. has announced that after more than 25 years in the international field as an exporter, the company will now enter the import field. According to John W. White, president of the company, the move will further reciprocal trade among nations. Hampton C. Marsh has been named manager of the new department. Imports will consist mainly of raw materials.

They go together . . .

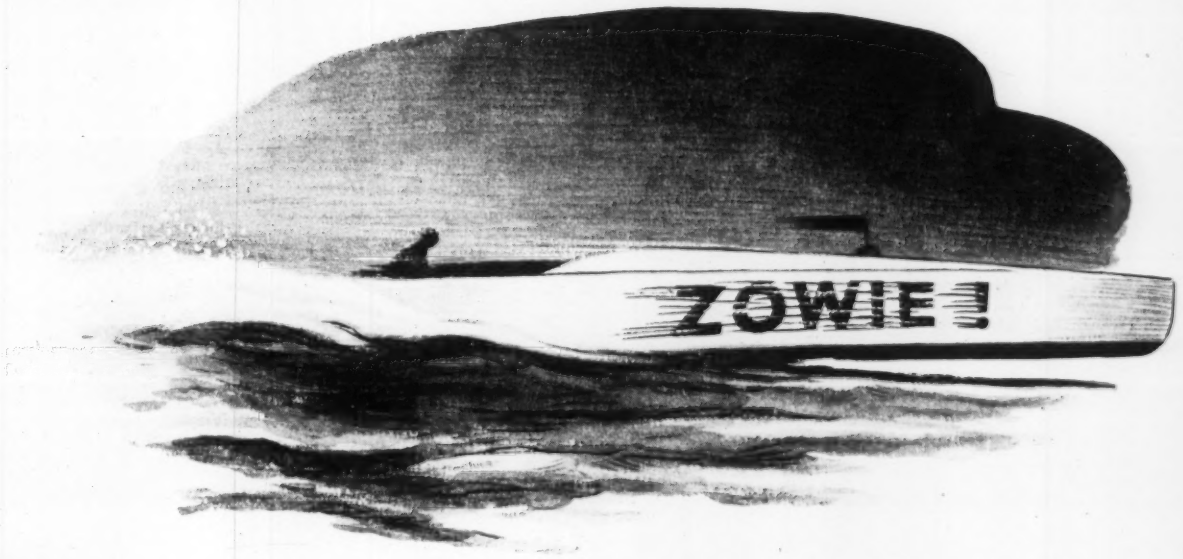


ROCK
OKLAHOMA CITY
Represented by
THE WALKER CO.



WITH
REX DAVIS
4 TIMES DAILY

YOU MIGHT DRIVE A BOAT 141 MILES AN HOUR* —



BUT—YOU CAN'T REALLY REACH WESTERN MICHIGAN FROM CHICAGO!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 3:00 P.M. to 6:00 P.M., Monday through Friday:

3:00 P. M.—6:00 P. M.

WKZO	50.5%
STATION B	17.7%
SIX OTHERS	25.7%
MISC.	6.1%

Not by radio, that is! Because there's no station in Chicago—or in Detroit, either—that can weather the distance (and our local fading conditions) well enough to pick up anything like a representative audience in the western half of this great state of Michigan.

On a map it looks easy. On the air, it's impossible. If you've been thinking otherwise, let us give you the facts about WKZO and all our "competition"—and save you some disappointments. Drop us a line—or ask Free & Peters!

* Sir Malcolm Campbell did it—141.74 MPH—on August 19, 1939!

WKZO 5000 Watts 590 KC CBS

strongest selling force in Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

First
PAST
21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

First
PRESENT
All surveys agree WRC leads morning, afternoon and night.

First
FUTURE
Washington will have the first NBC television station to be constructed after the war.

But This is the Usual Story for
WRC
We've Been FIRST Continuously Since
1923
WRC
NBC Washington

Agencies

MAJ. MANN HOLINER, chief of program section, Armed Forces Radio Service, and former West Coast radio director of Benton & Bowles, is on terminal leave of absence before retiring from active Army duty. He plans to return to civilian radio production.

RAYMOND A. SHOLL Jr., formerly with the sales promotion department of SKF Industries, Philadelphia, has joined the John Falkner Arndt Agency, Philadelphia, as copywriter.

PAUL FROELICH, formerly of N. W. Ayer & Son, Philadelphia, has joined Gray & Rogers, Philadelphia.

SAM KERNER, having joined Kline-Howard Agency, Los Angeles radio talent service, as president, firm name has been changed to Kline-Howard-Kerner Inc. Besides handling talent, firm packages shows for sponsor consideration. Mr. Kerner was formerly vice-president of Lou Irwin Inc., talent service.

NATE TUFTS, Hollywood vice-president in charge of West Coast originating radio for Ruthrauff & Ryan, is the father of a boy.

CAL KUHL, West Coast manager and executive producer of The Biow Co., and Elizabeth Mills, New York secretary to Milton Biow, head of the agency, were married in Hollywood May 18.

PAUL WALSH, formerly on the advertising staff of Union Carbide & Carbon Corp., New York, has joined the radio department of Marschalk & Pratt Co., New York, as field contact man.

LARRY HANSON, formerly with Crowell-Collier Pub. Co., has joined the new business department of McCann-Erickson, New York, as administrative assistant.

HENRY B. HELM, former account executive of Al Paul Lefton Co., New York, has joined the creative staff of Fuller & Smith & Ross, New York.

DAISEY AMOURY, formerly with the production division of the Office of War Information as producer and director, has joined Donahue & Coe, New York, as radio script writer. Robert F. Kaufmann, former exploitation and radio writer of RKO Radio Pictures, has also joined the agency as commercial script writer.

SIDNEY MATTHEW WEISS, vice-president and manager of the New York office of A. W. Lewin Co., is now a partner in the agency.

SAMUEL CHESTER REID PARKHURST, chief of the copy department of Samuel C. Croot Co., New York, has been appointed vice-president of the agency. He has been associated with the firm for 12 years.

WADE Adv., Los Angeles, has taken additional office space at 411 W. Fifth St.

CULBRETH SUDLER Co., Los Angeles agency, has established a religious broadcasting department to supervise production of church programs. Wade Lane, known professionally as Strollin' Tom, has been named manager.

BILL CORNELL, known professionally as Bill Parke, has joined Charles N. Stahl Adv., Los Angeles, as writer-announcer.

OLIVER PRESBREY, formerly with Edward Petry & Co., New York station representative, has joined BBDO New York as assistant to Arthur Pryor Jr., radio director.

Foster Expands

HARRY E. (Red) FOSTER, president of Harry E. Foster Agencies Ltd., Toronto, has announced that the company has recently been granted a franchise from the Canadian Daily Newspapers Assn. and will enter the general advertising agency field. Mr. Foster indicated that this does not mean curtailment in radio advertising on the part of the agency, but that because all forms of advertising have become more closely linked, the step was a natural one for company's further development.

JAMES H. BRUNDAGE, formerly with Evans-Winter-Hebb, Detroit, in a sales and contact capacity, has joined the production staff of Aubrey, Moore & Wallace, Chicago.

TO CLARIFY position of Carroll Carroll, recently appointed editorial supervisor of J. Walter Thompson Co. radio programs, John U. Reber, New York vice-president in charge of radio has announced that jurisdiction extends to all shows of the agency produced in Hollywood, New York, Chicago and San Francisco.

RICHARD F. LINSERT, formerly advertising manager of Red Star Yeast & Products Co., Milwaukee, has joined Needham, Louis & Brorby, Chicago, as account executive.

WILLIAM T. HANSON, formerly with Jerome Kalom Adv. Co., Chicago, has joined Kuttner & Kuttner, Chicago, as production manager.

ROBERT LEE has joined the copy staff of Buchan & Co., Los Angeles. He was previously public relations representative for the Los Angeles Department of Water & Power.

STEVE HANNAGAN, publicity agent, has been appointed by Ruthrauff & Ryan, New York, to handle promotion for Jack Benny, who returns to the air for American Cigarette & Cigar Co., in October.

FREDERIC W. ZIV Co., Cincinnati radio production firm, has moved its New York office to 501 Madison Ave.

ARTHUR AUSTIN, formerly NBC producer, has joined Compton Adv., New York, as program supervisor.

HUTCHINS ADV. Rochester, N. Y., will establish a branch office in Philadelphia, taking over Sayre M. Ramsdell Assoc. Frank F. Hutchins, head of the agency, has been associated with the Ramsdell agency, which will be dissolved as a result of the recent death of Mr. Ramsdell, who handled the Philco Corporation account.

STEPHEN O. MACHCINSKI Jr., formerly with Headley-Reed Co., has joined the Katz Agency, New York.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER October 1943 thru February 1944

A 5-MONTH RECORD TO BE PROUD OF!

	A	WGRC	B	C
MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	13.0	26.5	34.3	25.4
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	29.4	32.1	21.4	15.5
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	41.7	12.6	35.5	8.7

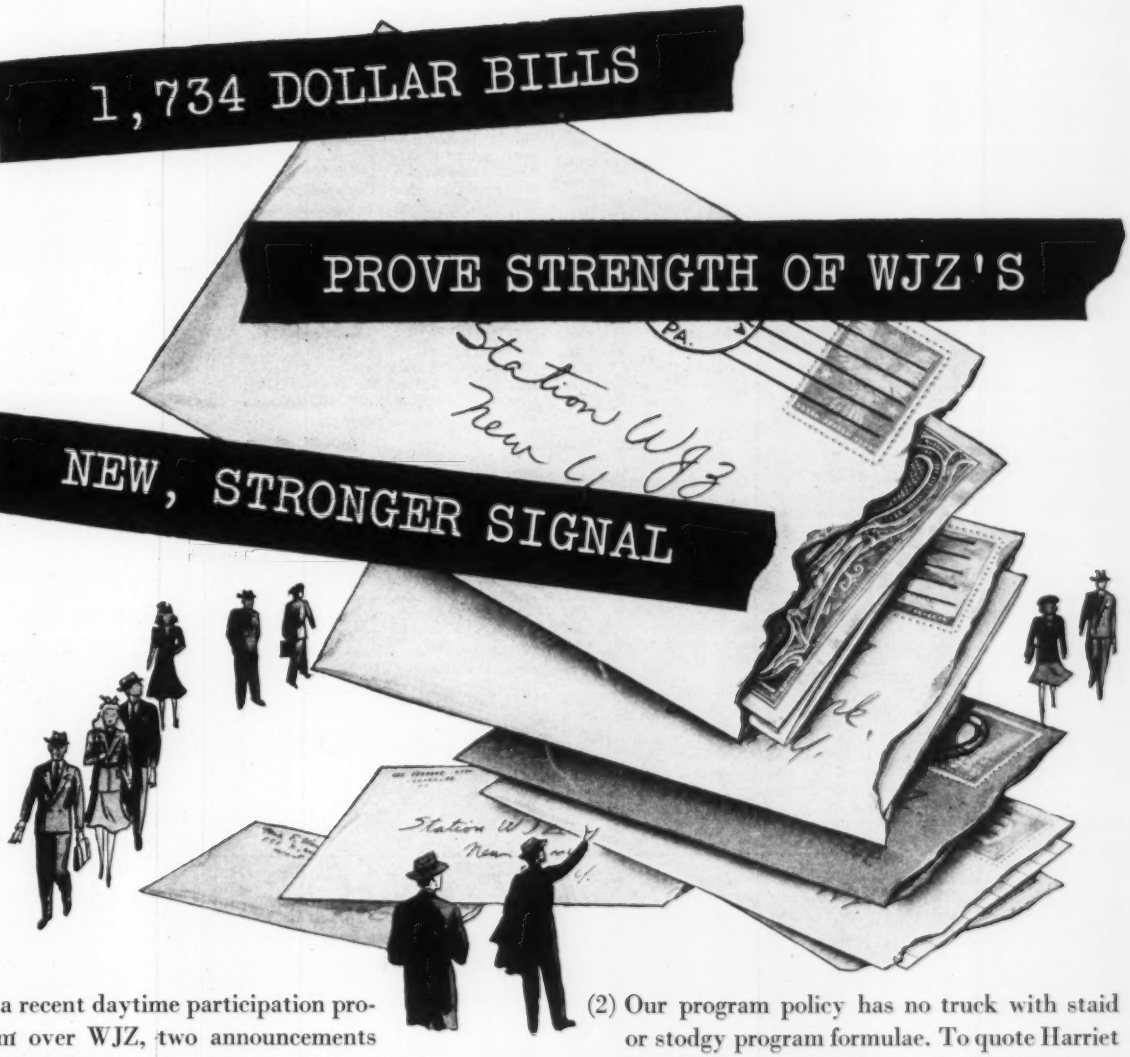
WGRC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · National Representatives

WLAP
LEXINGTON, KENTUCKY
KFDA
AMARILLO, TEXAS
WCMI
ASHLAND, KY.-HUNTINGTON, W. VA.
WBIR
KNOXVILLE, TENNESSEE
•
4 GROWING MARKETS GROWING STATIONS
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

1,734 DOLLAR BILLS PROVE STRENGTH OF WJZ'S NEW, STRONGER SIGNAL



On a recent daytime participation program over WJZ, two announcements pulled 1,734 letters, each containing a nice, green, one-dollar bill.

And the cost per letter was less than one-third what the sponsor had expected.

It surprised the sponsor. Yes, it even surprised us. But here is the answer:

(1) WJZ's newly-located transmitter brings all of WJZ's programs to greater New York with a new, more powerful, clearer signal.

(2) Our program policy has no truck with staid or stodgy program formulae. To quote Harriet Van Horne, radio editor of the New York World-Telegram, "The Blue is light-handed with traditions." Yes, we're light-handed but not light-hearted. We're getting hard-headed business results.

And besides, it's easy to do business with WJZ, which means that good programs and good sales follow with a minimum of fuss and feathers. Maybe it's time you took another look at all the details we're ready to furnish on request.

NOW! Your Strongest Voice in the WORLD'S RICHEST MARKET...

WJZ

Key Station of The BLUE NETWORK

770 on your dial

FROM WHERE WE SIT . . . !

Earl May watches a farm experiment.

Let's take a "*broad*" view of the situation! The agricultural goal of the No. 1 Farm Market for 1944 is even higher than it was in '42 and '43—and remember that even in '42 the average Iowa farmer's income was $6490!

So whether you want immediate sales or a post-war market where there's a big back-log of bank accounts, the No. 1 Farm Market is very possibly your one best bet in America. And if that's true for the market, it's also true for KMA, the No. 1 Farm Station.

KMA is a unique, entirely exceptional organization in the nation's farm-station set up. Though it has a full lineup of Blue Network commercials—though it carries some top Mutual commercials, too—KMA devotes 70% of its broadcasting time to the specific needs of its audience. These tested programs can do a job for you—if you want a *big* job.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Radio Advertisers

BRISTOL-MYERS Co., New York, has appointed Doherty, Clifford & Shenfield, New York, recently organized advertising agency, to handle advertising for Ipana tooth paste, Vitalis, Ingrams shaving cream, Mum and D-D toothbrushes, effective August 9. Young & Rubicam, New York, continues as agency for Sal Hepatica, Trushay, Ingrams Improved Cream, Minit-Rub, Rubberset brushes and Peterman insecticides. Murray Breese Assoc., New York, continues in charge of the professional advertising of Cheplin Biological Labs. and Harris Labs., B-M subsidiaries.

MICHIGAN Mutual Liability Co., Detroit, began sponsorship June 2 of a weekly quarter-hour transcribed program produced by Neblett Radio Productions, Chicago, *So The Story Goes*, on WWJ Detroit. Contract is for 13 weeks, placed by Neff Radio Productions, Detroit.

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee), will expand sponsorship of its quarter-hour musical program, *Supper Interlude*, WMAQ Chicago, from three-weekly to five-weekly on June 5. Contract is for 13 weeks. In addition McLaughlin Co. on June 5 begins sponsorship of a 10-minute commentary featuring Clifton Utley Mondays thru Saturdays on WMAQ. Agency is Sherman K. Ellis Co., Chicago.

THOR CANADIAN Co. Toronto, has started a weekly quarter-hour transcription *Famous Fathers* on CKCL Toronto. Account was placed by Frontenac Broadcasting Co., Toronto.

PERFEX Co., Omaha (Perfex cleaner), has placed its advertising account with Buchanan-Thomas Adv., Omaha. Budget for radio is said to be approximately $35,000.

PARAMOUNT PICTURES, Inc., will use radio on a chain basis for the first time in northern California and southern Oregon when it promotes the premiere of "Hitler's Gang" over the Mutual-Don Lee Network. Seven shows totaling 36 quarter-hours have been set to start June 5, contract running two weeks. Deal was arranged through the New York office of John Blair & Co. Stations in the tie-up are KFRC San Francisco, KDON Monterey, KYOS Merced, KYMC Marysville, KHSL Chico, KVCV Redding, KIEM Eureka, KFRE Fresno, KFJI Klamath Falls, Ore.

GALVIN Mfg. Co., Chicago (Motorola radios), began sponsorship May 22 of a quarter-hour musical program *Strictly Instrumental*, Mondays through Fridays, on WIND Chicago. Contract was placed direct for 52 weeks.

WEINSTOCK LUBIN & Co., Sacramento (department store), on behalf of its men's department currently is sponsoring Henry J. Taylor, commentator, five times per week on KFBK Sacramento. Plans include an extensive promotional campaign on series. Firm also sponsors a half-hour and two 15-minute programs on that station.

ADAM HAT Stores, New York, on June 5 starts sponsorship of a series of 13 half-hour Monday night boxing matches on WHN New York, with Sam Taub as sportscaster. Agency is Glicksman Adv., New York.

LOUIS POLLOCK, former eastern advertising and publicity director of Universal Pictures, New York, has been named director of advertising and publicity for United Artists Corp., New York, succeeding Paul N. Lazarus Jr., now in the Service.

HARTFORD POWER & Light Co., Hartford, Conn., has signed with WTIC Hartford for 52 weeks, sponsorship of *"Uncle" Jim Platt's Victory Garden*, five days weekly, 9:15-9:30 a.m. Agency is Baker, Soby & Penfield, Hartford.

GIMBEL Brothers, Philadelphia (department store), increases its time on KYW Philadelphia by adding to the schedule of four one-minue announcements weekly on the *KYW Musical Clock* program, six other announcements weekly for a period of 52 weeks. Business was placed direct.

M. ANTHONY MATTES, formerly with Blackett-Sample-Hummert, has been appointed advertising manager of the Standard Oil Co. of California.

LONDONBERRY Co., San Francisco (ice cream powder), has named Brisacher, Van Norden & Staff, San Francisco, as agency. Plans for radio are said to be included.

PARAMOUNT PICTURES, Hollywood, has contracted with KMOX St. Louis for 14 quarter-hour programs, 1 half-hour program, 42 station break announcements and 20 one-minute spot announcements to promote local showing of the film "Hitler's Gang".

STANBACK Co., Salisbury, N. C., adds three quarter-hours of news in signing a 52-week renewal for a total of 22 five-minute news programs and seven quarter-hour news periods weekly for its headache powder on WMCA New York, effective June 4. Agency is Klinger Adv., New York.

KRONHEIM FURNITURE Co., Cleveland, begins sponsorship June 27 of *So The Story Goes*, quarter-hour transcribed program produced by Neblett Radio Productions, Chicago, Tuesdays and Thursdays, WJW Cleveland. Contract is for 26 weeks placed direct.

HARTZ MOUNTAIN Products, New York (bird & pet products), begins sponsorship June 5 of a quarter-hour program 5 days weekly on WDGY Minneapolis. Contract is for 26 weeks. Agency is George H. Hartman Co., Chicago.

SINCLAIR REFINING Co., New York, has begun sponsorship of a 15-minute, twice weekly musical variety program, *The Sinclair Serenade*, on WOAI San Antonio.

WILLIAM B. DANA Co., publisher of *The Commercial & Financial Chronicle*, investment weekly, on June 4 started a series of one-minute live announcements, five times weekly, on WMCA New York for 13 weeks. Reprints of articles dealing with taxes and inflation will be offered to listeners free of charge. Agency is Albert Frank-Guenther Law, New York.

ARCO PUB. Co., New York, has appointed Jasper, Lynch & Fishel, New York, to handle advertising for books. A national spot announcement campaign is being planned.

You can't cover the Southwest without **KWFT**

KWFT

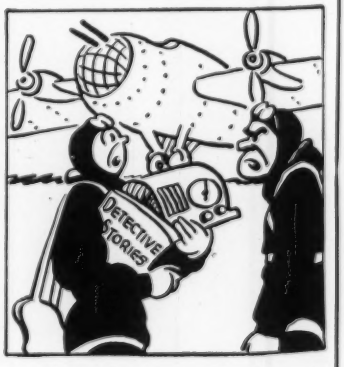
5,000 WATTS 620 KC.

Check the CBS listening area survey — and you'll see that KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

COLUMBIA AFFILIATE—Wichita Falls, Texas

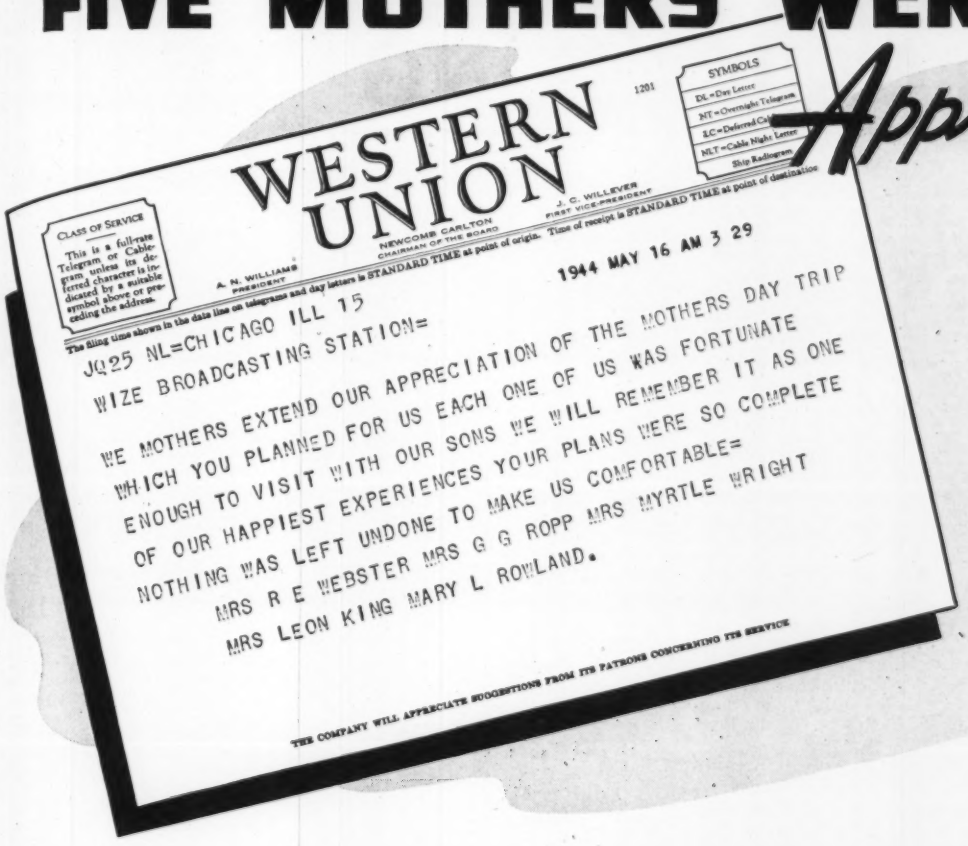
Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles



"But, Captain, the Green Hornet on WFDF Flint—"

FIVE MOTHERS WERE VERY *Appreciative!*



WESTERN UNION

1201

SYMBOLS
DL = Day Letter
NT = Overnight Telegram
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

A. N. WILLIAMS
PRESIDENT

J. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1944 MAY 16 AM 3 29

JQ25 NL=CHICAGO ILL 15
WIZE BROADCASTING STATION=

WE MOTHERS EXTEND OUR APPRECIATION OF THE MOTHERS DAY TRIP
WHICH YOU PLANNED FOR US EACH ONE OF US WAS FORTUNATE
ENOUGH TO VISIT WITH OUR SONS WE WILL REMEMBER IT AS ONE
OF OUR HAPPIEST EXPERIENCES YOUR PLANS WERE SO COMPLETE
NOTHING WAS LEFT UNDONE TO MAKE US COMFORTABLE=
MRS R E WEBSTER MRS G G ROPP MRS MYRTLE WRIGHT
MRS LEON KING MARY L ROWLAND.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

FIVE wonderful mothers got a trip to Chicago to spend Mothers Day with their sons in service at the Great Lakes Naval Training Station. Dozens more were in the WIZE studios and spoke to their sons over a WIZE and WAIT, Chicago, hookup. Thousands more heard this full hour broadcast in Chicagoland and in the Springfield Ohio area.

These fortunate mothers were spared nothing in making their trip an outstanding experience. Climaxing their visit was an interview on Don McNeill's Breakfast Club over the coast to coast Blue Network.

ALL this . . . was a Public Service feature of station WIZE which realizes its responsibility to its loyal listeners. It is this realization more than anything else that has made WIZE the foremost medium of expression in the Springfield area.

Remember, to cover this rich market you need WIZE. No other medium or outside station can do this.

WEED & CO.

NATIONAL REPRESENTATIVES

WIZE

Springfield, Ohio

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNEW New York

Admiracion Labs., Newark, (Shampoo) 20 *ta* weekly, 13 weeks, thru Charles Dallas Reach Co., Newark.
Fougera Distributed Products, Philadelphia (Rigaud's Un Air Embaume Perfume) 3 *ta* weekly, 35 weeks, thru J. M. Korn & Co., Philadelphia.
A & P Tea Co., New York, 9 *ta* weekly, 13 weeks, thru Paris & Peart, N. Y.
Comic Corp. of America, New York (Band Leaders Magazine) 6 *sp* weekly, 7 weeks, thru Ralph H. Jones Co., N. Y.
Adler Shoes for Men, New York, renewal 13 *ta* weekly, 52 weeks, thru Consolidated Advertising Agency, Inc., New York.
Beech-Nut Packing Co., Canojaharie. N. Y. (chewing gum) renewal of 6 *sp* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.

KFRC San Francisco

Esquire Inc., Chicago, (*Coronet* Magazine) 6 *ta* weekly, 8 weeks, thru Schwimmer & Scott, Chicago.
Lumbermen's Mutual Casualty Co., Chicago (insurance), *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Warner Bros., New York ("Mark Twain"), 4 *ta* weekly, 8 weeks, thru Blaine-Thompson Adv. Agency, N. Y.
Vick Chemical Co., New York, 3 *ne* weekly, 52 weeks, thru Morse International, N. Y.
Universal Pictures Co., San Francisco ("Follow the Boys"), 2 *sa* weekly, 4 weeks, thru J. Walter Thompson Co., Francisco.
Block Drug Co., New York (Allenrue) 3 *sa* weekly, 52 weeks, thru Redfield-Johnstone, N. Y.
Columbia Pictures Corp., San Francisco ("Address Unknown"), 5 *ta* weekly, 4 weeks, thru J. H. Diamond Adv. Agency, San Francisco.

KYW Philadelphia

J. W. Lanerberger, Philadelphia (footlets), 3 *sa* weekly, thru LaPorte & Austin, N. Y.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 17 *ta*, thru Ruthrauff & Ryan, Chicago.
RCA-Victor Co., Camden, N. J. (help wanted), *sa* weekly, 13 weeks, direct.
Curtis Publishing Co., Philadelphia (*Saturday Evening Post*), 2 *ta* weekly, 26 weeks, thru MacFarland Aveyard, Chicago.

WGY Schenectady

M. J. Breitenbach Co., New York (Gudes Pepto Mangan), 2 *sa* weekly, 39 weeks, thru Joseph Katz Co., N. Y.
Hy-Trous Corp., Boston (plant food), 2 *sa* weekly, 52 weeks, thru Broadcast Advertising, Boston.
Rendall Mfg. Co., Lawrence, Mass. (Soapine), *ta*, 52 weeks, thru Badger & Browning, Boston.
Leaf Gum Co., Chicago (gum), *sa* weekly, 13 weeks, thru Bozell & Jacobs, Chicago.
Kellogg Co., Battle Creek (corn flakes), 3 *t* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
H. J. Heinz Co., Pittsburgh (mustard & 57 sauce), 20 *ta*, thru Maxon Inc., Detroit.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 13 *sa*, thru Weston-Barnett, Waterloo, Ia.
Warner Bros., New York ("Adventures of Mark Twain"), 12 *sa*, thru Blaine-Thompson Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (dental cream), 156 *sa*, 39 weeks, thru Ted Bates Inc., N. Y.
United Drug Co., Boston (Rexall 1c sale), 4 *sp*, thru Street & Finney, N. Y.
Esquire Inc., Chicago (*Coronet*), 28 sa, thru Schwimmer & Scott, Chicago.
John F. Jelke Co., Chicago (Good Luck Margarine), 60 *sa*, thru Young & Rubicam, Chicago.
Skinner Mfg. Co., Omaha (Raisin Bran), 65 *sa*, thru Ferry-Hanley Co., Kansas City.
Manhattan Soap Co., New York (Sweetheart Soap), 63 *ne*, thru Franklin Bruck Adv. Corp., N. Y.
Griffin Mfg. Co., Brooklyn (Griffin Shoe Polish), *sp* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Emergency Labs, New York (Poslam), 39 *sa*, 13 weeks, thru National Advertisers, N. Y.
McKesson & Robbins, Bridgeport, Conn. (Bexel, Calox), 156 *ne*, 52 weeks, thru J. D. Tarcher & Co., N. Y.
Kerr Glass Mfg. Co., Los Angeles (fruit jars, caps, lids), 65 *sa*, 13 weeks, thru Blaine Thompson Co., N. Y.

KERN Bakersfield, Cal.

Globe Grain & Flouring Mills, Los Angeles (Globe A-1 flour), 5 *ta* weekly, thru McCann-Erickson, Los Angeles.
Pepsi-Cola Co., New York, 21 *ta* weekly, 26 weeks, thru Newell-Emmett Co., N. Y.
Kellogg Co., Battle Creek (40% Bran Flakes), 10 *ta* weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Nehi Corp., Columbus, Ga. (Par-T-Pak beverages), 3 *t* weekly, 13 weeks, thru BBDO, Los Angeles.

WJZ New York

Ward Baking Co., New York (bread, cake), 5 *sp* weekly, thru J. Walter Thompson Co., N. Y.

KFI Los Angeles

H. J. Heinz Co., Pittsburgh (57 sauce), 5 *ta* weekly, 4 weeks, thru Maxon Inc., Detroit.
Morton Salt Co., Chicago (table salt), 7 *ta* weekly, 52 weeks, Kenyon & Eckhardt, N. Y.
Tobacco By-Products & Chemical Corp., Louisville (Black Leaf 40), 6 *ta* weekly, 52 weeks, thru Campbell-Sanford Adv. Co., Cleveland.
Santa Fe Railway, Los Angeles (employment), 5 *sa* weekly, 13 weeks, thru Leo Burnett Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (Super Suds), 3 *sa* weekly, 23 weeks, thru William Esty & Co., N. Y.
Bauer & Black, Chicago (Blue Jay foot products), 8 *sa* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

WENY Elmira, N. Y.

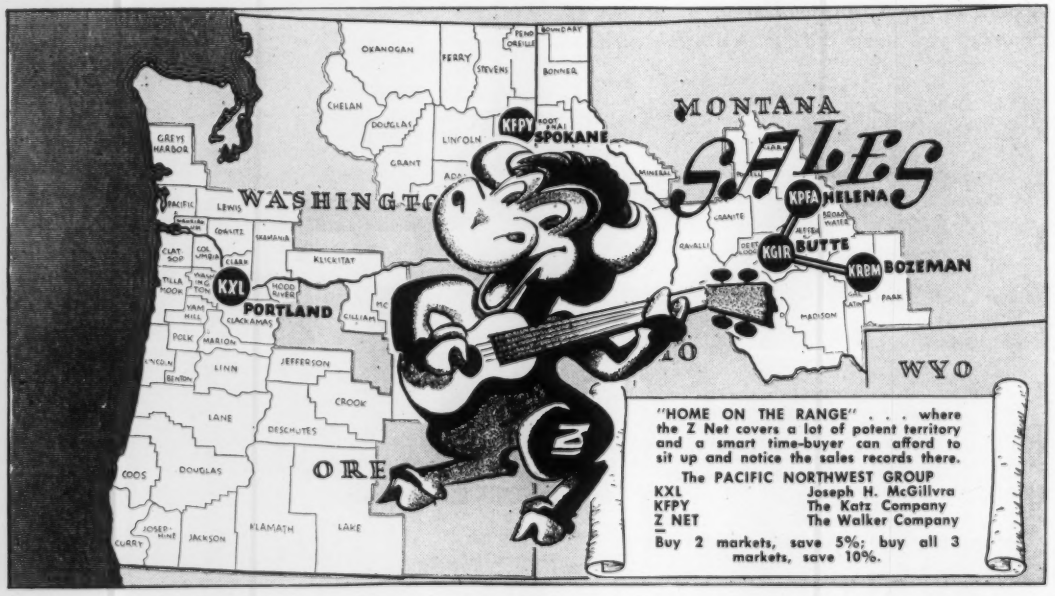
MacSelworth Corp., Ardmore, Pa. (Silver Bath), 5 *sa* weekly, 13 weeks, direct.
Franklin Chemical Co., Rochester (Trig cleaner), 3 *sa* weekly, 13 weeks, thru Brewer-Hayes, Rochester.
J. H. Filbert Inc., Baltimore (Mrs. Filbert's Margarine), 5 *sa* weekly, thru Courtland D. Ferguson, Baltimore.
Cream Dove Mfg. Co., Binghamton, N. Y. (Cream Dove peanut butter), 2 *sa* weekly, 26 weeks, direct.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *sa* weekly, thru Newell-Emmett Co., N. Y.
Coca-Cola Bottling Works, Elmira, N. Y. *ne* weekly, 13 weeks, direct.

KPO San Francisco

National Funding Co., Los Angeles (Financial), 5 *ne* weekly, 52 weeks, thru Smith & Bull, Los Angeles.
McIlhenny Co., Avery Island, La., (tobasco sauce), 3 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Kelite Products, Los Angeles (Kenu cleaner), 5 *sa* weekly, thru Little & Co., Los Angeles.
Tobacco By-Products & Chemical Corp., Louisville (insecticides), *ta* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Wm. Wrigley, Jr., Co., Chicago (chewing gum), 11 *ta* weekly, thru Ruthrauff & Ryan, Chicago.

WMAQ Chicago

Zonite Products Co., New York (Larvex), 3 *sa* weekly, 6 weeks, thru McCann- Erickson, N. Y.
Balaban & Katz Corp., Chicago ("Standing Room Only"), 5 *sa*, thru M. M. Fisher Assoc., Chicago.
Esquire Inc., Chicago (*Coronet*), series of 5 *sa*, thru Schwimmer & Scott, Chicago.
Park & Tilford, N. Y. (Tintex dyes), renewal of 5 *sa* weekly, 2 weeks, thru Charles M. Storm Agency, N. Y.



CONVENTIONS AND GROUP MEETINGS

American Federation of Musicians, 49th Annual Convention—June 5, Stevens Hotel, Chicago.
National Industrial Advertisers Assn., Eastern Regional Conference—June 5-8, Hotel Claridge, Atlantic City.
Radio Mfrs. Assn. war production conference—June 6-7, Stevens Hotel, Chicago.
National Federation of Sales Executives—June 6-8, Edgewater Beach Hotel, Chicago.
American Marketing Assn., national war conference—June 8-9, Benjamin Franklin Hotel, Philadelphia.
Public Utilities Advertising Assn., AFA affiliate—June 6-8, Palmer House, Chicago.
Grocery Manufacturers of America—June 14-15, Waldorf-Astoria, New York.
Republican National Convention—June 26, Chicago Stadium, Chicago.
Democratic National Convention—July 26, Chicago Stadium, Chicago.
American Federation of Radio Artists, Sixth annual convention—Aug. 25-27, Carter Hotel, Cleveland.
National Assn. of Broadcasters, war conference—Aug. 29-31, Palmer House, Chicago.
National Electronic Distributors Assn., annual meeting—Oct. 19-21, Stevens Hotel, Chicago.

Hummert Radio Firm To Handle 'Valiant Lady'

WITH THE shift of General Mills' *Valient Lady* on CBS for Bisquick from Knox Reeves Adv., Minneapolis, to Dancer-Fitzgerald-Sample, Chicago, starting June 5, the program will be produced by Hummert Radio Features, with Air Features Inc., New York, handling production details. Frank and Anne Hummert, who set up their own production firm last January with the dissolution of Blackett-Sample-Hummert, will be handling their first non-drug program for D-F-S. With the Hummerts handling production for American Home Products shows for the agency, the deal is a natural sequel to the shift of agency and product for *Valiant Lady*, which will now promote Cheerioats.

Also effective June 5, General Mills will replace *Kitty Foyle* on CBS for Wheaties, with *Light of the World*, now heard on NBC for Kitchen Tested Flour. Knox Reeves Adv., handles *Kitty Foyle*. Agency for *Light of the World* is D-F-S.

McAvity Withdraws

FOLLOWING clash of personalities which threatened to impair success of NBC *Joan Davis Show*, sponsored by Sealtest Inc., Tom McAvity, Hollywood producer, has resigned with Robert Redd taking over that assignment June 8. Under new set-up Redd will also contribute the story line to the changed program format. McAvity's withdrawal as producer followed a long series of tiffs with Miss Davis. James A. McFadden, vice-president in charge of radio for McKee & Albright, New York, was in Hollywood during late May to appoint the new producer.

Join Video Group

WGN Chicago and Balaban & Katz of that city have become active members of Television Broadcasters Assn., it was announced following a meeting of the board May 26. Electronic division of General Electric Co. has been made an associate member. GE also hah an active membership in TBA.

exclusive...
A Tree Grows in Brooklyn
—and spreads rapidly all over NEW YORK!
...wait a minute
...not an hour, not even a half or a quarter hour, but every few minutes WBYN's faster programming service brings you, between music, up-to-the-minute general news, racing news... sports news. Listen to the MINUTE STATION
WBYN
1430
want
Your favorite music! Keep dial on 1430
want
Every few minutes! Keep dial on 1430
want
Racing Results, 12 to 6! Keep dial on 1430
foremost Racing Events . . daily from 12 to 6.
COMING OVER THE HURDLE RADIO
12 to 6:30 daily 1430 on your dial
EXCLUSIVELY ON
all together all the time on WBYN
Official Racing Information from the tracks
Exclusive Racing, Information station while the races are on . . . daily from noon to six . . .
SPOT NEWS THAT COUNTS—EVERY FEW MINUTES BETWEEN PLEASANT MUSIC
WBYN
1430 ON YOUR DIAL
good horse-sense...
DIAL 1430 FOR NEWS, SPORTS, MUSIC...INSTANTLY SPOTTED ALL DAY LONG
WBYN
...and it's the only station with immediate racing results
12 0
FINISH
6 30
WBYN
1430 ON YOUR DIAL
WBYN
EXCLUSIVELY FLASHES RACE RESULTS FROM ALL TRACKS EVERY FEW MINUTES— 12 to 6 DAILY

Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?

Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

For Availabilities: WILLIAM NORINS, Gen. Mgr.

All New York sees these arresting Minute Ads—they tell the story of "up-to-the-minute" WBYN service—every few minutes —news, sports, racing results—spotted between pleasant music all day long.

A PRE-SOLD AUDIENCE AWAITS YOU ON

THE MINUTE STATION **WBYN** BROOKLYN 1430 on your dial

Brooklyn's Only Full Time Radio Station

The All Star BUY in Baltimore

WCAO

THE VOICE OF BALTIMORE

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and . . Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

FCC Certificates in Forced Sales Under Duopoly Required by Revenue Bureau

ANY BROADCASTER affected by the duopoly rule (Sec. 3.35) who wants to take advantage of the capital gains exemption under the Revenue Act of 1943 must file with the Commissioner or Collector of Internal Revenue a certificate from the FCC showing the sale or transfer of property involved was necessary under the Commission order.

Such was the interpretation issued last week to Collectors of Internal Revenue by Commissioner Joseph D. Nunan Jr., who announced a set of new regulations conforming with the 1943 Revenue Act. The FCC already has announced that certificates required under the law will be issued in sales or transfers made necessary by the multiple ownership ban.

The FCC certificate must clearly identify the property and show that the sale or exchange was "necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations". Accompanying each certificate must be a detailed statement showing: the kind of property, date of acquisition, cost or other basis of the property, date of sale or exchange, name and address of transferee, amount of money and the fair market value of the property other than money received upon such sale or exchange.

Commissioner Nunan pointed out that the new regulation [Sec. 29.112 (m)] applies "only in the case of a sale or exchange made necessary by reason of the Commission's policies as to ownership or control of radio facilities." It does not apply in the case of a sale or exchange "made necessary as a result of other matters, such as the operation of a broadcasting station in a manner determined by the Commission to be not in the public interest or in violation of Federal or State law".

Interpretations of the law by the Treasury Dept., Bureau of Internal Revenue, are available at the Office of the Commissioner of Internal Revenue, Washington 25, D. C. Titled *Amending Regulations 111 to conform to section 123 of the Revenue Act of 1943, relating to gain from sale or exchange of property pursuant to orders of FCC*, the new Treasury Dept. rules are listed as (T.D. 5374) Title 26 —Internal Revenue, Chapter I, Subchapter A—Part 29, Income Tax.

New Haven Local Sought

ELM CITY Broadcasting Corp., New Haven, Conn., last week filed with the FCC an application for a new standard station to operate on 1340 kc with 250 w, unlimited time. Application states that $5,000 worth of the necessary equipment is already on hand. Majority interest is held by Patrick J. Goode, president of WELI New Haven, and Aldo DeDominicis, WELI salesman (each 40%). Remaining interest is divided equally between Perlie Vining, president, and Garo W. Ray, vice-president and former WICC Bridgeport engineer, now a captain in the Army Signal Corps at Ft. Monmouth, N. J. Mr. Goode, now postmaster of New Haven, formerly held an interest in WELI, sale of which by the Bulova interests now awaits approval of the FCC.

KORN Control to Baldwin

AUTHORITY was requested in an application filed with the FCC last week for acquisition of control of KORN Fremont, Neb., by Arthur Baldwin, president and 6% owner, through the purchase of 139 of the total 189 shares common stock issued and outstanding for a consideration of $8,754.70 from Lloyd C. Thomas (30%), owner of KGFW Kearney; Earl J. Lee (21%), vice-president; S. S. Sidner, 16%; A. C. Sidner, 5%; and H. A. Gunderson, 2%. Relinquishing parties state that they require more time to devote to their other business interests. The remaining minor portion of common stock not involved in the transfer is divided among 16 other individuals.

Cox Assails Fly

CHARGING FCC Chairman James Lawrence Fly with an attempt to "control freedom of the press generally", Rep. E. E. Cox (D-Ga.), former chairman of the House Select Committee to Investigate the Commission, last Thursday read into the *Congressional Record* a letter written by Mr. Fly to DeWitt Wallace, editor of *Reader's Digest*, protesting an article on which Gretta Palmer was working. [BROADCASTING, May 22]. Rep. Cox also read Mrs. Palmer's article declaring: "Does further proof need to be offered to show what is happening to free speech, free radio, and free press at the hands of the man who heads the FCC?"

At least one listener in Eatonton, Georgia tunes to WGY...

(major station in eastern and central New York and western New England)

A loyal listener in Georgia sent birthday jonquils to WGY from her garden.

BUT closer home, in WGY's immediate coverage area—a 1 3/4-billion-dollar market with 1,045,717 radio families—MORE people listen to WGY than to ALL other stations in the region combined.

50,000 watts—NBC—22 years of service
Represented nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-177
SCHENECTADY, N. Y.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY · REED CO.

Du Mont Tells Radio Club Seminar 525-Line Video Sufficient for Home

TELEVISION pictures of 525-line definition, called for by present FCC standards, are as good as is necessary for home reception, Allen B. Du Mont, head of the Du Mont Labs. and of video station WABD New York, told the television seminar of the Radio Executives Club last Thursday.

Viewed from the normal distance of five to ten times the height of the picture, further increases in definition are not discernible, Mr. Du Mont said, adding that when definitions were raised from 441 to 525 lines the improvement in the picture to the viewer's eye was not nearly so much as had resulted from the previous increase from 345 to 441 lines. More definition would be needed for large-screen pictures in theatres, he said, but 525 lines are plenty for pictures two or three feet high, which is apt to be the maximum size for home use.

Ralph R. Beal, assistant to the vice-president in charge of RCA Labs., co-speaker with Mr. Du Mont on the subject "How Good Are Television Pictures Today. How Good Will They Be in One Year, Two Years, Three, Five, Seven and Ten Years," traced the history of television development to its present state but exercised scientific caution about the future, restricting his predictions to the statement that postwar pictures will undoubtedly be of quality superior to those of today.

Both speakers pointed out that the pre-war receivers in use today are incapable of receiving full 525-line definition and that improvements in tube design already achieved will produce better pictures on home receivers without requiring any changes in standards.

The seminar this coming Thursday will cover commercial developments anticipated during the next decade. Edgar Kobak, executive vice-president of the Blue network, will discuss home television. Ralph B. Austrian, television consultant to RKO Radio Pictures, will discuss theatre television.

Hearing Protest

A HEARING last Monday before a regional panel of the War Labor Board in Chicago was brought to an abrupt termination when David Katz, counsel for Local 10 of the American Federation of Musicians, and Edward Benkert, secretary, walked out in protest to a ruling denying portions of their testimony. The hearing was held on the dispute between WJJD Chicago and the AFM local, which precipitated a strike of the musicians when the station refused to comply with "make-work" demands and resulted in a WLB order to end the strike and return the case to the regional board [BROADCASTING, May 8].

INSTITUTE AT KOIN OFFERED TEACHERS

KOIN Portland, Ore., in cooperation with local public health schools, will conduct a three-week radio institute for teachers, beginning June 12, to instruct public school teachers in the classroom use of radio. Offered free of charge, the curriculum will include daily classes in writing and production and utilization of radio in school, laboratory projects, forum discussion, and production as demonstrated by KOIN programs.

Faculty will include radio educators, guest instructors from CBS, KOIN's parent network, and staff members of KOIN. Among those scheduled to teach are: Norman Corwin, CBS producer-writer; Dr. Lyman Bryson, CBS vice-president in charge of western division; Frances Wilder, CBS education executive; Kathleen Lardie, assistant supervisor of radio, Detroit public schools; George Jennings, acting director, Chicago radio council; Harriet Hester, free-lance writer.

Patrick to Congress

LUTHER PATRICK, former commentator of WBRC Birmingham, Ala., and for two terms Representative from the Ninth Alabama Congressional District, is assured of return to Congress with the 79th Session next year, having defeated the incumbent, Rep. John P. Newsome, for the Democratic nomination. Upon his defeat in 1942 by Rep. Newsome, Mr. Patrick took a post with the War Production Board in Washington.

Labor Series Off Air

NBC has cancelled for the summer *Labor for Victory*, weekly sustaining series presented alternately by the CIO and the AFL. Program will go off the air after the June 25 broadcast, with the return date still undetermined. Network headquarters in New York had no comment to make on the cancellation. The CIO and NBC have been having some script difficulties in connection with the program during the past few weeks, it is reported.

No. 1 Station in a No. 1 Market

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

WHAT'S SO DANDY ABOUT BANDY (Ky.)?

We have no desire to disparage Bandy (Ky.), or any such other small towns in this State. BUT, as markets for merchandise, all the "Bandies" together don't even come close to the Louisville Trading Area—which, for instance, has 35.5% *more* buying power than the rest of Kentucky *combined!* . . . Incidentally, WAVE reaches every radio home in this Area, does it for less than any other medium. Isn't that what *you* want?

LOUISVILLE'S
WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.
FREE & PETERS, INC.
National Representatives

Strikes Averted

(*Continued from page 11*)

in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational and cultural programs:

Provided, That such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable considerations directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting or agreeing to broadcast such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

DEFINITION—"To conspire" shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as united stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference.

Television Test

CROWELL-COLLIER Publishing Co., New York, experimented with television recently, presenting an hour-long dramatization of the contents of *American Magazine* on WGRB Schenectady, General Electric station.

ALL-COAST GUARD table at recent SPAR luncheon of Boston's Advertising Club was sponsored by WBZ and WBZA and included Westinghouse radio staff members serving with the Coast Guard Temporary Reserve. Left to right: C. P. O. George W. Slade, WBZ publicity manager; Yeoman, 3rd class, Beatrice Pfyffer; Pharmacist Mate Elmer Kettell, NBC spot sales representative; Storekeeper, 2nd class, Ellen Lothian; Boatswains Mate Wallace Dixon, New England Council publicity chief; Hospital Corpsman Mary Michener; Boatswains Mate Harry D. Goodwin, WBZ sales promotion manager; Storekeeper, 3rd class, Rosalie Fish; Boatswains Mate C. S. Young, WBZ general manager; and Storekeeper, 2nd class, Filomena Mongiello. Mr. Dixon attended as substitute for Machnist Mate, 1st class, C. Herbert Masse, WBZ sales manager.

Legislation Dead, Says Wheeler

(*Continued from page 14*)

laws," he said, "but there's a definite sentiment against certain commentators who attack people and who promote the philosophies of their sponsors or others." Sen. Wheeler added that from both Houses of Congress and from many persons he had received commendation for the commentator sponsorship ban.

As for the physical setup of the Commission, Chairman Wheeler said he didn't go along with the idea that the members should rotate on the broadcasting and common carrier divisions, as provided in the bill. He expressed the view that a Commissioner would just be reaching the point where he was familiar with one branch of communications when he'd have to transfer to the other.

"But those are things we hoped to work out in the Committee," he said. He held doggedly to the power restrictive clause, however, declaring he saw in super-power a potential "monopoly in broadcasting" to the exclusion of the "little fellows." Virtually every small station operator in the country favors power restriction, he added.

Asked if he intended to call his Committee at some future date to consider the bill, he again said: "So far as I'm concerned the bill is dead."

Sen. White withheld comment "until after I talk to the chairman," he said. First inkling he had that Thursday's meeting would not be held, he added, was a notice from the chairman's office that the session was "postponed indefinitely." Sen. White is understood to have "gone along" on the news sponsorship ban in return for Chairman Wheeler's support of a five-man commission with rotating chairmanship. Just before the May 23 meeting, however, Sen. White is reported to have changed his mind and would oppose the proposed ban on news sponsorship.

Hearing Cancellation

It was understood that several Committee members vigorously opposed certain restrictive clauses in the White-Wheeler draft. Sen. Wheeler announced following that meeting that the Committee would assemble on May 26 to consider the "general provisions" and on May 31 to take up the "controversial issues" which he named as the duplication of clear-channel clause

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleeker . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:		
2,450,000	Jewish	Speaking Persons
1,522,946	Italian	Speaking Persons
1,236,758	German	Speaking Persons
661,170	Polish	Speaking Persons
200,000	Spanish	Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Stormy House Session

(*Continued from page 14*)

and the news sponsorship prohibition.

Then he cancelled the May 26 meeting because several Committee members were not available, his office disclosed, and the May 31 session was moved to June 1. Several members commented on the sudden cancellation, while others preferred to maintain silence until after they had a chance to discuss the bill with the chairman.

Sen. Tobey (R-N.H.), who attended the May 23 meeting, was surprised that the meeting was cancelled. He expressed hope that the Committee would meet, revise and improve the bill. "I don't see anything constructive about doing nothing," he commented.

Special Needs

Sen. Tunnell (D-Del.), reported to have supported Sen. Wheeler's provisions, remarked that if the chairman ascertained that he couldn't get beneficial legislation through, "he has done the wise thing." He also expressed hope that legislation would be forthcoming.

Sen. Ed Johnson (D-Col.), who last week submitted an amendment to S-814 to ban sponsorship by liquor dealers or distilleries in those states having laws prohibiting such advertising, declared: "We are badly in need of legislation on the subject of radio. I'd like to see a bill perfected and enacted."

Sen. Chan Gurney (R-S.D.) former operator of WNAX Yankton, S.D., declined to comment other than to say: "I flew back to Washington from South Dakota to be here for the meeting only to learn on my arrival that it was cancelled."

Sen. Albert J. Hawkes (R-N.J.), bitterly opposed to business control provisions and the ban on news sponsorship, was away from Washington late last week.

An introductory to the NAB 14-page report, which Sen. Wheeler said was one of the factors in his decision to drop any attempts at legislation, read: "In order to conserve the time of the members of the Senate Interstate Commerce Committee no detailed comment is included respecting the many wholly desirable sections of the bill. The need for definitive legislation at the present time is vital.

"The NAB believes that a bill, incorporating the suggestions herewith submitted, would represent the greatest forward step in providing much-needed guide-posts for the future development of radio broadcasting. If the bill is to serve the maximum public interest, the following deserve special attention:

"1. There should be no prohibition of sponsorship of news.

"2. Greater restrictions are required on the FCC's power to control programs and business policies.

"3. Political and public discussion on the air should not be restricted by burdensome and impractical requirements.

"4. A practical statutory 'right of reply' is the best guaranty of 'fairness of the air.'"

Then followed a section-by-section summary along with the NAB comments.

Commission would be "very happy" to solicit letters from the various other Government agencies as to the value of its reports. The stenographer was instructed not to record the proceedings as Mr. Barger rose to tell Rep. Magnuson that if the chairman didn't want to be advised "I'm ready to walk out now". Rep. Magnuson reminded the chief investigator that he was "working for the Committee" and would take orders.

The stormy session wound up as the acting chairman announced future meetings would be at the call of the chair. Dr. Robert D. Leigh, chief of the FBIS, was slated to testify, Mr. Denny said, but was ill. A meeting was tentatively scheduled for June 6.

Before the outbreak between Rep. Magnuson, only Committee member attending Wednesday's session, and Mr. Barger, Mr. Porter had admitted under cross-examination that the FBIS "summaries reflect the views of those who write them." Previous witnesses had denied that personal views crept into the analyses. Mr. Porter added, however, that all editors were instructed to "keep to the facts". Their conclusions must be based on facts, he said.

When Mr. Barger read a headline and a propaganda report, which Mr. Porter identified as coming from the London office of FBIS, the reports section chief termed the article as a "very bad conclusion" and added: "I hope the headings and sub-headings of the rest of the report are not quite as bad as that one."

Executive Sessions Planned

Mr. Denny disclosed that the FCC plans three days of executive sessions with the Committee and one more day of testimony by Dr. Leigh and the Commission will have answered all charges in the record to date. John J. Sirica, Committee general counsel, is expected to take over actively at the conclusion of the FCC case, which was begun under Mr. Barger's supervision.

Hearings were resumed Tuesday morning before Chairman Clarence F. Lea (D-Cal.) and Rep. Richard B. Wigglesworth (R-Mass.) as Mr. Porter took the stand to outline the duties of his department. He testified that 390 copies of the daily re-

to support their bravery and skill that will win the Peace.

Hotel Mayfair
SAINT LOUIS
AIR-CONDITIONED • NOISEPROOFED

FIRST
In Alabama

WSGN, Birmingham—on 610 kilocycles—**covers more of Alabama than any other station**, according to the NAB Mail and Signal Strength Map; to contour line comparison; and to the original NBC All-County Survey. . . . In addition to that, it has a greater morning Hooper than all other stations combined; it carries seven of the ten top-rated morning programs and it offers the most valuable of all salable radio time in Birmingham . . . And think of this: with the demand for the products of Alabama farms, coal and iron mines, mills and factories continually rising, the spendable income of Alabama's farmers and workers is at an all-time peak. Yes, Mr. Spot-Time Buyer, Alabama is worthy of consideration; and in that market WSGN is the Best BUY Far!

WSGN Alabama's Best BUY Far
The Birmingham News-Age Herald Station
Represented Nationally by Headley-Reed Company

KOZY
FM in KANSAS CITY
EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

"But we have six* better ways to get Atlanta folks to tune to WAGA!"

*CAR CARDS, BILLBOARDS ANNOUNCEMENTS, NEWSPAPER ADS and PUBLICITY and the "WA-GAzette"

port (based on monitored foreign broadcasts) are sent to 14 "major subscribers", 15 other Federal agency subscribers, 1 to the President, 8 to Congress, 1 to the Supreme Court and 77 others to individuals and organizations on request of the OWI.

The 14 major subscribers and number of copies received were listed as follows: OWI 70; War Dept. 46; Office of Strategic Services 45; Foreign Economic Administration including Lend-Lease and Rubber Development Corp. 43, Navy Dept. 30, State Dept. 25, British Embassy and Missions 13, Chinese Embassy and Missions 11, Canadian Govt. and agencies 11, Coordinator of Inter-American Affairs 9, Netherlands Govt. and Missions 9, Philippine Govt. 6, Dept. of Justice 6, War Relocation Authority 6. All except the Netherlands Govt., Dept. of Justice and WRA receive also the FBIS daily wire service.

Letters received by the FCC in response to its latest questionnaire regarding use of the FBIS reports were submitted as exhibits.

Malcom Stewart Hensley, chief of the wire services who testified the previous week [BROADCASTING, May 29], under cross-examination said he started with the FCC in December 1941 at $2,600 annually and that his present salary was $5,600. Mr. Barger, reading from his personnel record, indicated that Mr. Hensley was given an increase to $6,500 effective May 15 as chief of the News & Intelligence Division although Mr. Hensley professed surprise. He said Dr. Leigh had told him he deserved an increase but that he didn't know it had gone through.

His present draft status is 1-A and has been for two months, Mr. Hensley testified, although he admitted the FCC obtained a deferment and as of Sept. 14, 1943, he was classified 2-B (essential man in an essential industry). Mr. Hensley corrected previous testimony regarding cost of installing a printer in the Congressional hearing room [BROADCASTING May, 22]. The week before he had testified the cost approximated $9.10. He told the Committee the AT&T added a cost of $15 for installing the printer therefore the total amount should have been $24.10.

Harry for Hal

MAN WHO deserves most credit for securing Democratic nomination for Hal Styles, KFWB Hollywood commentator in the 15th Congressional California district at May 16 primaries is Harry Maizlish, general manager of the station. Not only did he persuade the commentator to run for office but Maizlish also designed and conducted the radio campaign which was instrumental in defeat of Rep. John M. Costello, Democratic incumbent of Los Angeles [BROADCASTING, May 22].

Graves Defends FBIS

Ens. Harold N. Graves, now on active duty with the Naval Reserve and assigned to the OSS, presented a statement defending the FBIS. Ens. Graves, until late last summer, was assistant to the director of FBIS. His statement was divided into three parts:

"First, it will indicate factually that the work of the Analysis Division is useful to this Government. Letters and comment from persons in many other agencies will be included. Second, the testimony will describe the qualifications of the analysts in order to establish still further the skill and competence with which this division renders service to other agencies; third, the testimony will correct misunderstandings concerning the work of the division. It will explain what radio broadcast analysis actually is, how it is done, and why it is economical for our Government to have it done by a central agency, rather than to have it dissipated and duplicated in many agencies."

Ens. Graves prefaced his testimony with a statement that he appeared not as a Naval officer, but as a former assistant director of the FBIS and that he was "not authorized" to speak for either the Navy or the OSS. As he went on with a voluminous statement and asked the Committee frequently to include unread parts in the record, Mr. Barger raised an objection.

Chairman Lea remarked that "undoubtedly a great mass of material in this record has no relevancy". Rep. Wigglesworth objected to "submitting reams of material without reading it" and the chairman ruled that the Committee would decide, after viewing the unread portions, whether to include them in the record.

Value of Reports

Mr. Barger raised the question that "these long statements are replete with statements attributed to other Government officials". He demanded to know who they were and why the FCC hadn't brought in the officials to substantiate the Commission's claims. Mr. Denny suggested the OWI be called to appraise the value of FBIS reports. When Mr. Barger asked if he could bring in "any officers of the Army and Navy" Mr. Denny replied: "I have no control over the Army and Navy".

"Well, we have a lot of second-hand statements in the record," commented Chairman Lea. When Ens. Graves completed his prepared statement Mr. Barger inquired when the statement was prepared. The witness said he had prepared all but the correspondence introduced and a small portion "between 7 o'clock last Thursday evening and 8 o'clock Friday morning".

He testified that "until April 11, 1944, I was on leave from the FBIS" and when Mr. Barger asked how much time he had given the FBIS since he went on active Navy duty, Ens. Graves estimated "in

WHAM

"Your Western New York Salesman"

ROCHESTER, N. Y.

50,000 Watt . . . Clear Channel

. . . 1180 on Dial . . . Affiliated with the

NATIONAL BROADCASTING COMPANY

National Sales Representative:

GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

TALKING COLD COFFEE in the KQW San Francisco studios (l to r): Ralph Brunton, general manager of KQW; W. I. Cole, vice-president of Owens-Illinois Glass Co., and George Thierbach, president of National Coffee Assn., discuss tie-in merchandising for the CBS series, *Broadway Matinee*. Owens-Illinois, sponsor, will devote sales copy to promotion of iced coffee during the month of June.

five months possibly as much as two days of spare time". When Mr. Barger asked how his time was spent as a Navy officer, Ens. Graves replied: "Some of it sleeping, some in recreation". Mr. Barger objected.

Mr. Barger inquired if the Navy and OSS knew of Ens. Grave's "interest in FBIS". The witness said "The OSS did. I can't answer for the Navy". Under further cross-examination he said he wouldn't deny that the FBIS analyses were refused Members of Congress and explained that several Members had requested the reports and had been referred to Vice-President Wallace, Speaker Rayburn (D-Tex.) and the Foreign Affairs Committees of both Houses, all receiving copies.

"Do you think that Mr. Justice Frankfurter is more entitled to a report than Congress?" asked Mr. Barger. Ens. Graves said he thought it was "courtesy" that a copy was sent to the Supreme Court. After Chairman Lea adjourned the hearing until Tuesday afternoon Mr. Denny commented about the "second-hand" testimony and said that Mr. Barger had taken the stand to testify as to conversations with FCC personnel.

"Of course the testimony of what somebody else said about the FCC is pretty weak," said Rep. Lea. "The Committee will consider whether to call some of these people. He referred to quotations attributed to "officials" and praised the FBIS reports.

Cross-Examination

At the afternoon hearing Tuesday Rep. Louis E. Miller (R-Mo.) cross-examined Ens. Graves regarding the Navy reception of FBIS reports. Ens. Graves said he hadn't talked to anyone at the Navy about the FBIS. Rep. Miller asked him to name all the persons he "had in mind" when he said he had received commendations for the reports.

Ens. Graves named four civilians of the OSS, three Army officers and some others but couldn't recall the names of several officers to whom he had made reference, he said. In the cross-examination Ens. Graves said the FBIS analyses were sent to Raymond Gram Swing, Blue commentator, and that Fulton Lewis Jr., of MBS and H. V. Kaltenborn, NBC, had received the reports "briefly" at the suggestion of FCC Chairman James Lawrence Fly, who planned to set up an advisory panel of prominent commentators and newspaper columnists.

He testified that none of the commentators or columnists could make use of the FBIS material "without a clearance from the OWI". He denied there was any "FCC slant" to copy prepared by the analysts. When Rep. Miller asked for the names of commentators and columnists whose names had been taken off the FCC mailing lists, Ens. Graves said: "The records won't show. My recollection would be that Swing, Lewis and Kaltenborn received the reports and the latter two were discontinued".

"Singling out commentators is, in effect, a monopoly and discrimination, isn't it?" asked Rep. Miller. "In a way, yes," replied Ens. Graves.

Mr. Barger asked Ens. Graves how he accounted for the fact that other Naval officers had been forbidden under Presidential directive to testify before the Committee while he was permitted to appear.

"I was at liberty under Naval regulations to disregard that directive," said the witness. "It was purely understood that I am not testifying as a Naval officer and not for the OSS, but as a former staff member of the FBIS." Rep. Miller asked if any "commanders in the field" would be able to evaluate this FBIS analyses. When When Ens. Graves replied they would, Rep. Miller asked if Adm. Redman (chief of Naval Communications) would be in position to evaluate them.

Different Functions

"I would say that Admiral Redman would not be in a position to make an evaluation of FBIS services," said Ens. Graves. He explained that Communications was "largely technical" while the FBIS dealt in propaganda. Mr. Barger asked who gave him clearance to appear before the House Committee, Ens. Graves said "a Captain Kennedy". When the chief investigator inquired if Capt. Kennedy was "related to" or was "the Capt. John A. Kennedy of the West Virginia Network," Ens. Graves replied:

"I don't know his initials. If you have a Navy telephone directory you can look him up."

WCBM BLUE

A QUALITY STATION WITH MASS APPEAL IN A RICH MARKET

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER, President — GEO. H. ROEDER, General Manager
FREE & PETERS, INC.
Exclusive Nat'l. Representatives

in the DETROIT AREA

AT CKLW as in countless other good radio stations coast-to-coast, business is booming. *BUT* today, as in years past, the big percentage of our advertisers are *RENEWAL* users of time, many of whom have expanded their efforts. Proving that we've *done* a *job*, based upon results—to keep 'em coming back for more.

Also, we're still finding ways to serve new advertisers in spite of the record-breaking demand for our 22-hours-daily of broadcast time.

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

TEST YOUR KNOWLEDGE OF PANAMA

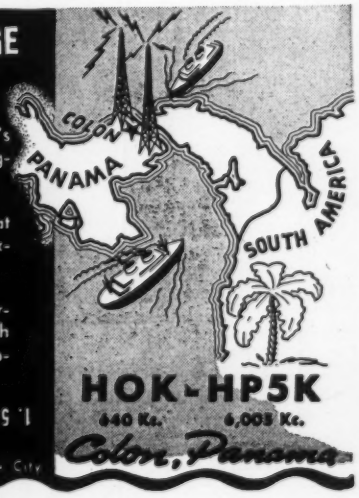
1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep. Melchor Guzman Co. Inc.
Panama Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

When Shipments are Ready

LET 'EM GO!

WHEN AIR EXPRESS shipments are allowed to lie around waiting for end-of-the-day pick-up, you're throwing away a chance for earlier delivery. *Ship when ready!* Call AIR EXPRESS the instant the label is on. This saves your shipment from running the gauntlet of end-of-day congestion at the airport, assures earliest possible delivery at destination. Remember: when they're ready—*let 'em go!*

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-6, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Blue Adds WROX

WROX Clarksdale, Miss., on June 5 starts operations a fulltime Blue affiliate, bringing the total number of Blue stations to 193. Mississippi's new station is owned and managed by Robin Weaver, operating with 250 w on 1450 kc.

Duopoly Pleas

(*Continued from page 12*)

KHQ Spokane, Wash., and Maj. Louis Wasmer, licensee of KGA, denied extension of station licenses "for such periods as may be necessary to enable the petitioner to comply with Sec. 3.35"; applications for renewal designated for hearing.

WAIT Chicago designated for hearing petition for grant of regular license; also designated for hearing application for renewal.

Extensions were granted as follows:

KQV Broadcasting Co., Pittsburgh, licensee of KQV, and Pittsburgh Radio Supply House, licensee of WJAS, granted 30-day extension from May 31; (petitioners had requested six months).

Oregonian Publishing Co., licensee of KGW and KEX Portland, granted 90-day extension from May 31 and extension of KGW license for 90 days (as requested). KEX has been sold to Westinghouse for $400,000, subject to FCC approval [BROADCASTING, May 22].

KOIN Inc., Portland, Ore., and KALE Inc., licensee of KALE, granted extension to Aug. 1, 1944 (as requested).

Delaware Broadcasting Co., licensee of WILM Wilmington, granted 60-day extension of effective date of Sec. 3.35 from May 31 and given 60-day extension of station license (petitioner requested 90 days).

Petition of Sioux Falls (S. D.) Broadcasting Assn., licensee of KSOO and KELO, requesting finding that multiple ownership rule is inapplicable, was designated for hearing as requested; application for renewal of KSOO license also designated for hearing; Commissioner Craven not participating.

Joint petition of KGKO Broadcasting Co., Ft. Worth, licensee of KGKO; Carter Publications, Ft. Worth, licensee of WBAP, and the A. H. Belo Corp., Dallas, licensee of WFAA, contending multiple ownership regulation is not applicable, was designated for hearing as requested; applications for renewal of licenses of all three stations also set down for hearing.

HANDSHAKE SEALS a three-year contract between American Composers Alliance Inc., New York, and Broadcast Music Inc., for the latter to handle all radio and television performanes of ACA music. Aaron Copland (left) is an officer of ACA, a national organization representing a group of "serious music" composers; Merritt E. Tompkins (right) is vice-president and general manager of BMI. Unusual feature of the deal is the provision for a yearly BMI award of $6,000 for the best musical compositions done by ACA members.

'Unfair Competition' Cited

New petitions filed in the last week were these:

Evansville on the Air Inc., licensee of WEOA WGBF and WMLL-FM Evansville, Ind., contending "common ownership and operation has not been and is not now contrary to public policy or interest. . . . Such common ownership and operation has been and is actually beneficial in the best interests of all parties affected. . . . Forced sale of one of the stations now may expose the remaining one to unfair competition".

Broadcasting Service Organization Inc., licensee of WORL Boston, and Mass. Broadcasting Corp., licensee of WCOP Boston, asked an extension to Aug. 1, 1944, contending that contract for the sale of WCOP to the Cowles interests has been signed and that application for consent to transfer will be filed "as soon as it can be prepared" (See page 12).

Delaware Broadcasting Co., li-

FIRST IN ALASKA

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

WRBL

SHOWN BY LATEST HOOPER SURVEY TO HAVE
2 out of 3
COLUMBUS LISTENERS
1230 KC — CBS
Rep. by SPOT SALES

139,706 Metropolitan Population with the plus bonus of FORT BENNING America's largest permanent Infantry School.

COLUMBUS, GA.

censee of WILM Wilmington, sought a 90-day extension on the basis that a preliminary sales agreement was signed May 25 and that negotiations should be completed shortly (granted 60-day extension).

WOKO Inc., licensee of WOKO Albany, and Adirondack Broadcasting Co., licensee of WABY, in identical petitions seek such additional time as the FCC may deem necessary to complete an exchange of holdings. Petitions recite that WOKO Inc. has issued an outstanding 1,000 shares of stock as follows: Harold E. Smith 255 sh; Raymond M. Curtis 255 sh; The Press Co., 250 sh; balance on books of corporation in name of R. K. Phelps, but "the question of actual ownership of said 240 shares has been the subject of inquiry by the Commission, and that while the exact facts are not known to your petitioner, it may well be that the Phelps stock is actually owned by one Sam Pickard, former radio commissioner and ex-CBS vice president, or his wife Francke Pickard."

Stock in the Adirondack corporation (200 sh) is owned as follows, petition set out: Harold E. Smith 52½ sh; Raymond M. Curtis 52½ sh; the Press Co., 30 sh; Rensselaer Polytechnic Institute, Troy, N. Y., 50 sh; Griffin Lumber Co., 15 sh.

Petitioners claim Messrs. Smith and Curtis will sell their 105 shares in the Adirondack company to the Press Co. for $52,500 and the Press Co. will sell its 250 shares in WOKO Inc. to the corporation for $75,000, thus transfering control of the two firms.

Pittsburgh Radio Supply House, licensee of WHJB Greensburg, Pa., contends that the multiple ownership rule is not applicable to WHJB inasmuch as its transmitter and that of WJAS Pittsburgh (also a holding) are separated by 25 to 27 airline miles and by "close to 35 miles" via highway; that each station serves its own community and that there is no overlapping except minor duplication of daytime coverage. WHJB operates on 620 kc with 250 w power days while WJAS operates on 1320 kc with 5,000 w day and night, using directional antenna at night.

Fry Heads Neb. Group

PAUL R. FRY, general manager of KBON Omaha was elected president of the Nebraska Broadcasters Assn. at its annual meeting in Hastings last week. Other officers elected were vice-president, Lumir Urban, KORN Fremont, and secretary-treasurer Art Thomas, WJAG Norfolk. A resolution was adopted praising the staffs of WJAG Norfolk, WOW KOIL Omaha and KFAB Lincoln for their work during the recent flood [BROADCASTING, May 29].

'Look' Spots

LOOK Inc., New York, publisher of *Look* magazine are running a series of participations and spot announcement on WTMJ Milwaukee, WBAL Baltimore and WBEN Buffalo, WMT Cedar Rapids and KSO Des Moines, plus newscasts on WOR New York and baseball broadcast on WHOM Jersey City. Magazine plans to expand station list in the near future. Agency is Son, De Regger & Brown, Des Moines.

Blaufarb Joins OWI

DOUGLAS BLAUFARB, news editor of WQXR New York, has resigned to join the overseas branch of the Office of War Information. Albert Grobe, WQXR newscaster, has taken over supervision of the newsroom, assisted by Jim Hoffman, Murray Stoopack, and two new members—Judith Koff, formerly editorial assistant of the Research Institute of America; and Saul Silverman, former newspaperman and more recently in the Merchant Marine.

Stan-B Extension

STANDARD BRANDS Inc., New York, will place advertising for Stand-B vitamins on a national basis after July 1, with the extension of distribution to the eastern area. Space and time advertising have been moving eastward gradually since May a year ago, when the campaign got under way [BROADCASTING, March 13]. Radio promotion of Stan-B will be expanded to cut-ins in the East on Standard Brands' daytime program only, *The Open Door* on CBS. Agency is Ted Bates Inc., New York. Report that the program was definitely going off the air has been denied. However, auditions are in process for other programs for this spot for Standard Brands.

Hon. Wickliffe Crider
J. Walter Thompson Co.
New York, N. Y.

Dear Wick:

While dusting the boss' desk last week, I couldn't help but see a renewed contract for another year from The Diamond, West Virginia's largest and most modern department store. It looks to me as though that's something worth making a fuss over, for during my twelve years of keeping this station looking spic and span, The Diamond has always been a customer of WCHS. Looks to me as though here's a pretty good success story for this station, and I guess it really is, when you consider that The Diamond is using ten (10) programs a week. I guess if I were a national advertiser interested in West Virginia, I'd take The Diamond's story as proof that WCHS is the right station to use.

Regards
Yours
Algy

WCHS
Charleston, W. Va.

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

when it's important to know

all America listens to . . .

Fulton Lewis, jr.

. . . because Fulton Lewis reports the news as he sees it. He's there when it happens . . . from Butte to Brooklyn . . . from Dallas to Duluth . . . Lewis is on the spot.

That's why he's America's most listened to news reporter with over 130 sponsors. Lewis is heard nitely over 160 stations.

A few stations still available for sponsorship. Call, wire or write

WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Four Station Sales Approved

(*Continued from Page 12*)

quiring the remaining 49% of the total 250 shares issued and outstanding stock involved in the acquisition of the Columbus local from Kenneth B. Johnston, attorney. Mr. Johnston stated that he wished to sell because of the "uncertainty of outlook in radio" due to imminent developments and in order to devote full time to his practice. L. A. Pixley is general manager of the Fort Industry Co. According to the application he will sever this connection upon the return of Fort Industry officials now in the armed or Federal service. The Pixleys operate the Pixley Electric Supply Co., wholesale concern, and formerly operated one of the pioneer Columbus stations, WBAV.

A. L. Chilton and his wife, Leonore H. Chilton, take over operation of KGHI Little Rock, doing business as the KGHI Broadcasting Service, a partnership, in the split of that station and KLRA, both previously licensed to Arkansas Broadcasting Co. of which Mr. Chilton was president and majority stockholder. Arkansas Broadcasting under the new setup is now controlled by the Gazette Publishing Co., which publishes the *Arkansas Gazette*, of which J. N. Heiskell is editor. This dual transaction was effected through the sale by Mr. Chilton of the greater part of his interest in Arkansas Broadcasting to the Gazette Pub. Co. (also including several other small holdings) for the total sum of $275,000, and relinquishment of the remainder of this interest for acquisition of KGHI [BROADCASTING, April 17]. KLRA is a CBS affiliate, operating on 1010 kc with 10,000 w to local sunset and 5,000 w night. KGHI is a 250 w local outlet on 1230 kc and is affiliated with both the Blue and Mutual networks. Mr. Chilton also is major stockholder in Chilton Radio Corp., licensee of KSKY Dallas.

Consolidated Hearings

Former stockholders of KXOX Sweetwater, Tex., were all local businessmen. New owners hold or have held other radio interests. Wendell Mayes is general manager and part-owner of KBWD Brownwood, Tex. J. S. McBeath, former publisher of the *Brownwood Bulletin*, now editor of the *Sweetwater Reporter*, has held an interest in KBWD along with his wife, Mittie Agnes McBeath.

Approval was also granted by the Commission to the voluntary assignment of the license of WOSH Oshkosh, Wis., from the Oshkosh Broadcasting Co., a corporation, to a partnership of the same name and owned by the same individuals, Myles H. Johns, William F. Johns Jr., William F. Johns and Frederick W. Henshaw. No money was involved in the shift. Wm. F. Johns is vice-president of WTCN Minneapolis and is president of Rider-Johns Co., Chicago, newspaper representative.

Four applications seeking facilities of 250 w unlimited time on 1240 kc in Rochester and Geneva, N. Y., were ordered for consolidated hearing by the FCC last Tuesday. Applicants are: Finger Lakes Broadcasting Service, Geneva; WARC Inc., Rochester Broadcasting Corp., and Seneca Broadcasting Corp., all of Rochester.

Gordon P. Brown, operator of WSAY Rochester, who will vacate the 1240 kc assignment for 1,000 w on 1370 kc, is owner of Finger Lakes Broadcasting. WARC Inc. is principally owned by Mrs. Roger Clipp, wife of the president of WFIL Philadelphia, and by S. W. Townsend, owner of WKST New Castle, Pa. Rochester Broadcasting is sponsored by local Rochester residents. Harold Meyer, general manager of WSRR Stamford, Conn., and president of the Connecticut State Network, is the executive vice-president of Seneca Broadcasting. Associated with Mr. Meyer is R. W. Deacon, vice-president of Lansdowne Steel Co., Lansdowne, Pa., who with his family would hold majority interest. The Seneca application states that all necessary equipment is on hand.

Similar decision was made by the Commission in ordering for consolidated hearing the applications seeking a new local outlet in Utica, N. Y. Requesting the Utica facilities of 250 w unlimited on 1450 kc are Utica Observer Dispatch Co., publisher of the *Observer Dispatch*, and the Midstate Radio Corp., owned by local businessmen.

General Foods Shifts

GENERAL FOODS Corp., New York (Maxwell House Coffee), on June 15 discontinues for 10 weeks *Maxwell House Coffee Time* (Fanny Brice-Frank Morgan) on 115 NBC stations, Thurs., 8-8:30 p.m.; and on June 9 discontinues for 13 weeks, *Kate Smith Hour* (Jell-O) on 122 CBS stations, Fri., 8-8:55 p.m. Beginning June 16 for 13 weeks replaces (first half-hour of) *Kate Smith Hour* on 122 CBS stations, Fri., 8-8:30 p. m. with *Maxwell House Iced Coffee Time* featuring Charles Ruggles. Agencies: Young & Rubicam, N. Y. (Jell-O) and Benton & Bowles, N. Y. (Maxwell House Coffee).

"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

AFCCE
RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

COMPLETE COVERAGE
ALL THE TIME
with
1 ORDER
CLEARANCE
AFFIDAVIT
PAYMENT
WISCONSIN NETWORK Inc.
MAIN OFFICE-WISCONSIN RAPIDS, WIS.

Melton to Return In Texaco Program

Lever Discontinues Sinatra; Other Changes Pending

FOR TEXAS Co., Buchanan & Co. has acquired from Henry Souvaine Inc. a half-hour program featuring James Melton, Al Goodman's Orchestra and chorus. Titled *Music for America*, series will replace Fred Allen on CBS starting July 2. Deal covers a long term, and should Fred Allen, as it has been reported, sever connections with his sponsor, the new show would continue permanently in the CBS Sunday 9:30-10 p.m. spot.

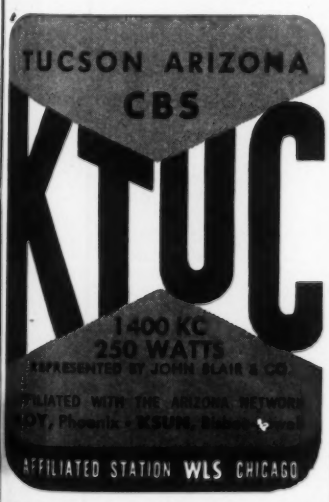
In event *Star Theatre* returns, the musical feature is expected to move to one of the other networks for Texas Co. For a time the program will originate from Hollywood later shifting to New York. There will be a substitute for Al Goodman's orchestra until the show comes East.

Summer Layoffs

Several network sponsors have decided on summer layoffs, including Lever Bros, which discontinues Frank Sinatra on CBS June 14. Ballantine is expected to move its *Broadway Show Time* into the Sinatra spot, Wednesday 9 P. M. CBS for the summer only, expanding from 43 CBS stations to the full network. Kraft Cheese Co. will layoff *The Great Gildersleeve* on NBC for eight weeks after the July 2 broadcast. R. J. Reynolds Tobacco Co. may discontinue Abbott & Costello for the summer and shift one of its other shows into the NBC spot, but no decision has been reached.

Conti products will continue on Mutual Thursday, 9:30-10 p.m. replacing *Treasure Hour of Song* June 22 with a lighter musical series. *Double or Nothing*, sponsored on Mutual by Pharmaco, starting June 23, will be revamped for a summer and fall tour of service camps.

HALLICRAFTERS CO., Chicago, has been awarded a fourth Army-Navy "E" award, which is indicated by a third white star on its "E" flag.



Vatican Scoop

TOM MORGAN, commentator heard on WOV New York, last week presented a series of three broadcasts on the behind-the-scenes in the Vatican, obtained via RCA communications direct from the Holy City, through contacts established there by Mr. Morgan when he was Rome manager of UP. This is said to be one of the few stories from behind the German lines to be handled by an American correspondent and the first inside story on the Vatican to come to this country since 1941. Through arrangements made by Ralph Weil, WOV manager, the broadcast material was released by INS and carried on the wire as a series of four articles.

Vadeboncoeur Returns From Pacific Journey

COMPLETING a 26,650 mile news gathering trip to the South Pacific combat area, E. R. Vadeboncoeur, WSYR Syracuse news commentator and director of special events, has returned to the station. Mr. Vadeboncoeur flew in 17 hours of combat missions over enemy territory, and cabled news of the missions and interviews daily to H. R. Ekins, former UP war correspondent, who took over the commentator's 12:15 spot for P. Lorillard & Sons on WSYR.

In addition to interviews with Gen. and Mrs. MacArthur, Mr. Vadeboncoeur also saw Gen. George Kenney, Chief of Allied Air Forces in the Southwest Pacific, and Vice-Admr. Thomas C. Kincaid, chief of Allied Naval Forces in the same area. He brought back a Philippine peso given him by Mrs. MacArthur and signed by all members of combat crews with whom Mr. Vadeboncoeur flew.

All-Star Game Sold

FOR THE second consecutive year, Gillette Safety Razor Corp., Boston, will sponsor the All-Star baseball game on CBS in behalf of razor blades and other shave products. Scheduled for July 11 the game will be covered from 8:55 p.m. to conclusion on the full CBS network including stations in Helo, Honolulu, Montreal and Toronto. Agency is Maxon Inc., New York.

Armour on CBS

ARMOUR & Co., Chicago, begins sponsorship June 12 of the quarter-hour CBS sustainer, *Dateline*, Mondays, 7:15-7:30 p.m. (EWT) with a repeat broadcast 11:15-11:30 (EWT) on a full 134 station CBS Network. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Chicago.

Pulse in Phila.

THE PULSE of New York has extended to Philadelphia its radio search measurement service by the personal interview-roster method. First report covering July and August, will be issued at the end of August. Bi-monthly reports will represent the results of 6,700 personal interviews.

Chernoff to ETO For West Va. Net

Becomes First Independent to Be Accredited by Army

HOWARD L. CHERNOFF, managing director of the West Virginia Network, last week became the first independent broadcaster to be accredited as a war correspondent under the Army's new accreditation procedure for radio in the European theatre and will leave for England within a month.

Direct broadcasts released from England and other points, presumably in connection with invasion coverage, will be carried over the West Virginia Network, keyed through WCHS Charleston. Mr. Chernoff, a former newspaperman, also will use transcriptions for delayed and feature coverage, as well as "overhead" radio and cable. He has asked West Virginia Network listeners to supply names and APO numbers of men and women in service in the European theatre for radio interviews.

Under the accreditation procedure, approved several weeks ago [BROADCASTING, May 8], representatives of regional networks and individual stations will be accommodated for a minimum of 60 days and a maximum of 90 days in the European theatre.

Mr. Chernoff formulated plans for the trip with Capt. John A. Kennedy, president of the West Virginia Network now on active duty in the office of the Vice-Chief of Naval Operations. Capt. Kennedy himself is a former newspaperman and Washington correspondent.

Sen. Johnson Revives Liquor Ban on Radio

STATIONS heard in states which prohibit liquor advertising, or in Canada, would be forbidden to accept as sponsors distilleries, breweries or wineries under a proposed amendment to what now appears to be the defunct White-Wheeler Bill (S-814), introduced last Monday by Sen. Ed. Johnson (D-Colo.), member of the Interstate Commerce Committee. His amendment not only would prohibit acceptance of advertising barred by statute in states in which transmitters are located, but also would include stations located in unaffected areas but whose signals are heard in areas where such a ban is effective. Following is text of the proposed amendment:

No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of, any advertisement of or information concerning any matter or thing if the broadcast of such advertisement or information is capable of being received by any ordinary household radio receiving set at any place or point in any State of the United States or any Province of the Dominion of Canada, during such hours as the broadcasting of a similar advertisement or similar information by a radio station located in such State or Province is prohibited by the laws thereof effective throughout its geographical limits.

UNITED PRESS last week opened a new bureau at Portland, Me., the second new UP office within a month. Harry Van Dernoot, formerly night manager of the Boston bureau, has been placed in charge.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

WAIR
Winston-Salem, North Carolina
The Walker Co., Nat'l Representatives

REACH THE *Active* SALT LAKE MARKET THROUGH
KDYL
UTAH'S NBC STATION
S. S. FOX, President and General Manager
JOHN BLAIR & CO. National Representative

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

WDRC
CONNECTICUT'S PIONEER BROADCASTER

THE POWER OF 3 . . .

For spot announcement schedules, radio-wise buyers get all three on WDRC—coverage, programs and rate! Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Conn., for availabilities.

USE WDRC TO CONNECT IN CONNECTICUT

★ A Preferred Market
April SALES MANAGEMENT

WFMJ

YOUNGSTOWN, OHIO

28 TH U. S. METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

ASK HEADLEY-REED

New York - Chicago - Detroit
Atlanta - San Francisco

WSLI
JACKSON MISSISSIPPI

JACKSON
YOUR STABLE MARKET

Mississippi's effective buying income, for the 12 months ending September 30, 1943, had reached $1,074,426,000. In 1942, the state's effective buying income increased 180 per cent over 1939. Remember, WSLI offers you effective coverage of this "Double-Return" market—at less cost.

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

in the CONTROL ROOM

ALBERT ROOS has been appointed summer relief operator of CBR Vancouver at the transmitter and in the studios. He is a fourth year applied science student at the U. of British Columbia.

BILL CRONE, new to radio, has joined the operating staff of CHEX Peterborough, Ont.

ERNIE MOTT has returned to CKGB Timmins as chief engineer, following rejection by the Canadian Army for medical reasons.

RAYMOND HURLEY, chief engineer of WALA Mobile Ala., has entered the Merchant Marine on an indefinite leave of absence. He is replaced by John Kilough. Emilise Patrick, WALA control operator, has entered the WAVES and is succeeded by Katherine Rowe.

HUGH McCARTNEY, chief engineer, WCCO Minneapolis, has been elected chairman of the Twin City Section of the Institute of Radio Engineers.

JOHN LEON is a new member of the engineering staff of WDAY Fargo, N. D.

JAMES E. STUDEBAKER has joined the engineering staff of WSAV Savannah, Ga., after serving as a civilian instructor with the Army Signal Corps. Byron Strong is on leave from WSAV to enter the armed forces and is stationed at Fort Sill, Okla. Ennis Pilcher is also a new member of the WSAV technical staff.

DAVID TOY, formerly of WCAM Camden, N. J., has joined the engineering staff of WIBG Philadelphia.

HARVEY HELLER, school teacher of Abington, Pa., will again become relief man in the engineering department of WIBG Philadelphia.

JOHN TURNER, WGN Chicago engineer, now in service stationed at Camp Forest, Tenn., has been promoted to sergeant.

LLOYD ROE, former engineer of KFI Los Angeles, has joined W6XAO, Don Lee television station, in a similar capacity.

ELMER BLUM, control room operator at WTAG Worcester, Mass., has left the station for Army induction. He is replaced by Olaf Swembel.

ALLAN BODE, sound engineer of CBS Hollywood, has joined OWI overseas radio branch and has been assigned service in England.

ALL WORK AND NO PLAY makes even a station executive dull, so members of the executive staff at WTAG Worcester, took time out for a jam session recently when Joan Brooks, CBS songstress, visited the station. Musicians three whose hidden talent came to light are (l to r): David H. Harris, WTAG program-production manager and runner-up for Harry James' title of No. 1 trumpeter; Howard M. Booth, general manager of the station and affiliated newspapers, the *Worcester Telegram* and the *Evening Gazette;* E. E. Hill, managing director of WTAG, striking those ivory keys a la Frankie Carle; and Joan, atop piano.

AFA Awards

WINNERS of the annual awards for advertising club achievement in advertising, publicizing and promoting the war effort, were announced last week by the Advertising Federation of America, sponsor. In the classification of clubs in cities under 300,000 population, first prize went to the Birmingham Advertising Club, and the second to the Advertising Club of Springfield, Mass. The Milwaukee Advertising Club won first place among clubs in larger cities, while the second prize went to the Advertising Assn. of Houston. The Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the larger cities.

AL KIMBROUGH, former Union City, Tenn. engineer, is now on the staff of WCBI Columbus, Miss., as operator and entertainer.

JOHN CARBEE, released from the Navy after five years' service, is new control room member of WCOP Boston.

HERBERT WILLIAM NOBLE Jr. has joined WIOD Miami as transmitter engineer. Formerly with NBC, he replaces Y. M. Dickerson, who resigned because of ill health.

Sterling Drug Absorbs Frederick Sterns & Co.

STERLING DRUG Inc., New York, will take over Frederick Stearns & Co., Detroit pharmaceutical manufacturers, effective June 30, when Stearns common stockholders are expected to approve final details of the transaction. Acquisition was assured last Wednesday, when Stearns directors, meeting in Detroit, voted to retire preferred stock. The pharmaceutical house which produces Astringosol will become a division of Sterling with no change in management or personnel contemplated. To date no consideration has been given to advertising plans. MacManus, John & Adams Inc., Detroit, Stearns agency, said the firm had not been active in radio in this country, though using spot advertising in Latin America through Export Adv., Chicago.

Quaker Oats Spots

QUAKER OATS Co., Chicago (puffed grain cereals), begins sponsorship July 1, of disc announcements twice daily on the following stations: WJAC WFBG WNBF WHP WLBC WGBF WCHS WOPI WEEI WTBO WENY WGAL. Contract is for 13 weeks. Agency is Sherman & Marquette, Chicago.

POSITIVELY HIGHEST

CASH

PRICES PAID FOR ANY OR ALL EQUIPMENT NEEDED TO BUILD COMPLETE 250 WATT STATION FROM TURNTABLES TO TOWER

WRITE BOX 345

BROADCASTING MAGAZINE

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

RELIGIOUS 'RACKET' CLAIMED BY CLERIC

REPORTING before the General Assembly of The Presbyterian Church in the United States of America on May 26, at the annual meeting held at the Stevens Hotel, Chicago, for the Special Committee on Religious Radio, the Rev. Arthur H. Limouze said there "has developed a use of the radio in the name of religion to exploit a portion of the public in what is described as a 'racket' of astounding proportions. Across the country, the air is filled with a medley of so-called religious programs that are frequently offensive, unworthy and even harmful."

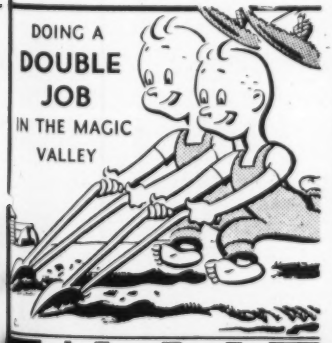
Dr. Limouze mentioned that "$200,000,000 a year is taken in through mail collections, the sale of gospel texts or other devices by those who ask for contributions for which no accounting is made." Dr. Limouze also stated that "A number of the more reputable and stronger stations are becoming disgusted with this situation and are saying that they will no longer be a party to commercializing religion. Many of the smaller stations, however, eager for every dollar they can get, seem willing to take any program without question."

Expressing his gratitude to the networks not only "for giving valued time freely but for their insistence that religion as presented over the air should be non-controversial, positive and universal." Dr. Limouze recommended to the general assembly, however, further use of local stations.

BBC Yearbook

THE BBC *Yearbook 1944* has been issued by the British Broadcasting Corp. reviewing 21 years of BBC activities, wartime broadcasting on the battlefront and in Britain. It describes broadcasts of 1943 as well as many foreign broadcasts and overseas services. In a chapter titled "Looking Forward", book discusses not only new services such as FM and wired broadcasting, but also the possibility of advertising programs, a decision which is up to Parliament to make when renewing the BBC charter after the war.

ST. RUDY VALLEE, former star of the weekly NBC *Rudy Vallee Show*, goes on inactive Coast Guard duty in mid-summer and returns to civilian work following a tour for the Fifth War Loan Drive.



KTFI
TWIN FALLS · IDAHO

Network Accounts

All time Eastern Wartime unless indicated

New Business

SCHENLEY LABS Inc., New York (Penicillin Schenley—institutional) on June 6 starts *The Doctor Fights* on 121 CBS stations, Tues., 9:30-10 p.m. Agency: Biow Co., N. Y.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Dr. Painless Parker's toothpowder), on June 4 started for 13 weeks *Band Concert* on 9 Don Lee Pacific stations, Sun., 11-11:30 a. m. (PWT). Agency: McCann-Erickson, San Francisco.

PHARMACO Inc., Newark (Chooz), on May 27 started Bobby Hookey on WOR WGN WCAE WIP, Sat., 11:30 a.m. to 12 noon, continuing transcribed version on 34 Don-Lee-MBS stations Sun., 10:30-11 p.m. (PWT) making a total of 38 MBS stations. Agency: Clements Co., Philadelphia.

KENU PRODUCTS Inc., Los Angeles (Kenu cleanser), on June 30 for 52 weeks starts Boake Carter—Commentator, on 36 Don Lee Pacific stations, Tues., Thurs., 9-9:15 a.m. (PWT). Agency: Little & Co., Los Angeles.

W. H. COMSTOCK Co., Toronto (medicinal), on May 25 started *The March of Money* on CFRB CKOC CFCO CKNX, Thurs. 9-9:30 p.m. Agency is Jack Murray Ltd., Toronto.

McCOLL-FRONTENAC Oil Co. of Canada, Montreal, on May 21 started *Les Trois Mousquetaires* on 10 CBC French-language stations, Sun. 9-9:30 p.m. Agency: Ronalds Adv., Montreal.

Renewal Accounts

GENERAL CIGAR Co., New York (White Owl cigars), on June 22 for 52 weeks renews Henry Gladstone on 65 MBS stations, Mon., Thurs., 10-10:15 p.m. Agency: J. Walter Thompson Co., N. Y.

Net Changes

GENERAL FOODS Corp., New York (Maxwell House coffee), on June 15 for 10 weeks discontinues *Maxwell House Coffee Time* (Fanny Brice-Frank Morgan) on 115 NBC stations, Thurs., 8-8:30 p.m. and on June 9 for 13 weeks discontinues *Kate Smith Hour* (Jell-O) on 122 CBS stations, Fri., 8-8:55 p.m. Starting June 16 for 13 weeks G-F replaces *Kate Smith Hour* on 122 CBS stations, Fri., 8-8:30 p.m. with *Maxwell House Iced Coffee Time* with Charles Ruggles. Agencies: Young & Rubicam, N. Y. (Jell-O) and Benton & Bowles, N. Y. (Maxwell House Coffee).

'Script-easers' Reveals Successful Lead Lines

A BOON to radio script writers will be Marynelle Williams' new book [*Script-easers for Radio Commercial Writers*, House of Dietz Publishers, Richmond, Va. $5.00], which represents two years of Miss Williams' work on tried, tested and proven lead lines for radio announcements. Miss Williams is executive in charge of the script department of WRNL Richmond.

Among the subjects treated are agricultural equipment, banks, clothes, jewelry, laundry and dry cleaning establishments, restaurants, home furnishings and a host of miscellaneous items. Each subject is given numerous examples of successful lead lines.

LEVER Bros., Cambridge (Vimms), on June 14 for 8 weeks discontinues *Frank Sinatra Show* on 131 CBS stations, Wed., 9-9:30 p.m., resuming Aug. 16. Agency: J. Walter Thompson Co., N. Y.

O'CEDAR Corp., Chicago (mops, floor polish), starting June 25 shifts *Hot Copy* from 165 Blue stations, Sun., 3:30-4 p.m., to Sun., 5:30-6 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

FOX WEST COAST Theatre Corp., Los Angeles (films), on May 23 shifted Dr. Polyzoides—Commentator on 4 Don Lee Cal. stations from Monday., Wed., Sat., 10-10:15 p.m. (PWT), to Tuesday., Wed., Sat., 10-10:15 p. m. (PWT). Placement is direct.

KELLOGG Co., Battle Creek, Mich. "Pep" on June 30 discontinues five-minute participations on *Breakfast at Sardi's*, on 14 West Coast Blue stations, Mon. thru Fri., 9:50-9:55 a.m., and on July 3 starts *Breakfast at Sardi's* on 14 West Coast Blue stations, 9:45-10 a.m. Agency: Kenyon & Eckhardt, N. Y.

STANDARD OIL Co., San Francisco (petroleum products) on May 15 added 5 western stations (KLO KOVO KEUB KSUB KVNU) Mon. thru Fri., 9:30-9:45 p.m. (PWT) to Lowell Thomas-Commentator on 36 Don Lee Pacific stations, Mon. thru Fri., 7:15-7:30 p.m. (PWT). Agency: BBDO San Francisco.

S. J. JOHNSON & Son, Inc., Racine, Wis. (floor wax), beginning July 4 for 8 weeks replaces *Fibber McGee & Molly* with *Words at War* on 133 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

BEN HUR PRODUCTS Inc., Los Angeles (coffee), on June 2 adds KOIN KFPY and on June 30 adds KIRO to *Hollywood Showcase* on 8 CBS Cal. and Ariz. stations, Fri., 6-6:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

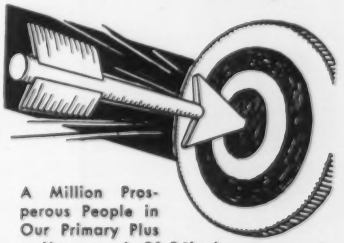
WILL PAY TOP PRICES
for
1000 WATT TRANSMITTER
EQUIPMENT INCLUDING

FREQUENCY MONITOR
MODULATION MONITOR
TWO INSULATED TOWERS
(Approx. 350 feet)
SPEECH INPUT EQUIPMENT

WRITE BOX 323
BROADCASTING MAGAZINE

A GREAT NAME IN LOUISVILLE!
WINN
IT MEANS
RESULTS!
●
Write, Wire or Call

AP
WLBC, Muncie, Ind.
. . . have subscribed to several other news services, but your AP radio wire is "tops".
W. F. Craig
Commercial Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Hooper proves
It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!
1000 WJHL 910
Watts Johnson City K.C.
Tennessee
REPRESENTED BY HOWARD WILSON CO.

630 KC.
5000 WATTS FULL TIME
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeasterr. Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does—Try It.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 27 TO JUNE 2 INCLUSIVE

Decisions . . .

MAY 26

WSAR Fall River, Mass.—Adopted order advancing hearing date, now scheduled for June 29, to June 15, in re application for assignment license from Doughty & Welch Inc. to Fall River Broadcasting Co.

MAY 30

KOIN-KALE Portland, Ore.—Granted petition for postponement effective date of Sec. 3.35 until Aug. 1, 1944.

KHQ-KGA Spokane, Wash.—Denied petition for extension of licenses for such periods necessary to enable petitioners to comply with Sec. 3.35. Designated for hearing license renewal applications.

WNAX Yankton, S. D.—Granted license renewal for period beginning June 1, 1944.

KOY Phoenix, Ariz.—Same.

WCLE Cleveland—Granted extension present license to Dec. 1, 1944.

WREC Memphis, Tenn.—Granted 30 day extension of license for main and auxiliary transmitters.

KFDM Beaumont, Tex.—Granted 30 day extension of license.

KSFO San Francisco—Same.

WAIT Chicago—Designated for hearing petition for grant of regular license; designated for hearing license renewal application.

WIS Columbia, S. C.—Granted license renewal for period beginning June 1, 1944.

WCHS Charleston, W. Va.—Designated for hearing license renewal application.

WBT Charlotte, N. C.—Granted extension of license for 30 days.

WILM Wilmington, Del.—Granted 60 day extension effective date Sec. 3.35 and 60 day extension of license.

KGMB Honolulu—Granted license renewal for period beginning June 1, 1944 and ending not later than May 1, 1946.

KOH Reno, Nev.—Same.

KVOD Denver—Same.

WAGA Atlanta, Ga.—Same.

WAGE Syracuse, N. Y.—Same.

WCAO Baltimore—Same.

WFIL Philadelphia—Same.

WIAC Hato Rey, P. R.—Same.

WIP Philadelphia—Same.

WKBN Youngstown, Ohio—Same.

WMAM Marinette, Wis.—Same.

WMBS Uniontown, Pa.—Same.

WMCA New York—Same.

WSJS Winston-Salem, N. C.—Same.

WEAU Eau Claire, Wis.—Same.

WEEI Boston—Same.

WICC Bridgeport, Conn.—Same.

WIOD Miami, Fla.—Same.

WKRC Cincinnati—Same.

KDAL Duluth, Minn.—Granted extension license on temporary basis only, pending determination of license renewal application, in no event later than Aug. 1, 1944.

KGFX Pierre, S. D.—Same.

KROD El Paso, Tex.—Same.

KTAR Phoenix, Ariz.—Same.

KTSA San Antonio, Tex.—Same.

KVI Tacoma, Wash.—Same.

WCAX Burlington, Vt.—Same.

WEAN Providence, R. I.—Same.

WGAN Portland, Me.—Same.

WKAQ San Juan, P. R.—Same.

WMT Cedar Rapids, Ia.—Same.

WSUN St. Petersburg, Fla.—Same.

WCAO Baltimore—Same (auxiliary only).

KDRO Sedalia, Mo.—Same.

KWKH Shreveport, La.—Same.

WATL Atlanta, Ga.—Same.

WGTC Greenville, N. C.—Same.

WHN New York—Same.

WIBG Philadelphia—Same.

WING Dayton, Ohio—Same.

WPRA Mayaguez, P. R.—Same.

WQXR New York—Same.

WWDC Washington, D. C.—Same.

KFAA Helena, Ark.—Granted license renewal for period ending not later than Dec. 1, 1945.

WHB Kansas City, Mo.—Granted license renewal for main and auxiliary transmitter for period ending not later than Nov. 1, 1946.

WIND Gary, Ind.—Granted extension license for 60 days for main and auxiliary transmitters.

KFVD Los Angeles—Granted extension license for 30 days.

KPAS Pasadena, Cal.—Same.

KQW San Jose, Cal.—Granted further extension license for 60 days.

KJBS San Francisco—Same.

WJJD Chicago—Same.

WNEW New York—Same.

KFAB Lincoln, Neb.—Same.

WBBM Chicago—Same.

WWDC Washington, D. C.—Granted extension authority for waiver Sec. 2.53 and 13.61 so as to permit operation of synchronous amplifier by remote control from main transmitter location, for period June 1 and ending not later than Aug. 1, 1944.

WCOL Columbus, Ohio—Granted transfer control from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley (jointly) and Milton A. Pixley and Grace M. Pixley (jointly), by transfer 250 sh (100%) of issued and outstanding capital stock for $250,000.

WOSH Oshkosh, Wis.—Granted voluntary assignment license from Oshkosh Broadcasting Co. to Myles H. Johns, William F. Johns Jr., William F. Johns and Frederick W. Henshaw d/b Oshkosh Broadcasting Co., a partnership. No monetary consideration involved.

KTMS Santa Barbara, Cal.—Granted special service authorization to permit broadcasting information to longshoremen at 2:30 p.m. (PST) daily and Sunday as public service without charge, from June 2 to Aug. 1, 1944.

KFAR Fairbanks, Alaska—Granted extension special service authorization for 660 kc, 10 kw, unlimited, to May 1, 1945.

WIBC Indianapolis—Granted voluntary transfer control from H. G. Wall, Margaret B. Wall and Thelma H. Lohnes to Indianapolis News Pub. Co. for $440,000 for 1000 sh capital stock, plus $2 per sh for each 30 days between date of agreement (Feb. 16, 1944) and date transfer actually occurs. Also granted license renewal for main and auxiliary transmitters.

KLRA Little Rock, Ark.—Granted acquisition control of Arkansas Broadcasting Co., licensee of KLRA, from A. L. Chilton by transfer 2,400 sh (64.5%) to Gazette Pub. Co. for $275,000. Also granted license renewal.

KGHI Little Rock, Ark.—Granted voluntary assignment license from Arkansas Broadcasting Co. to A. L. Chilton and Leonore H. Chilton, partnership d/b KGHI Broadcasting Service, for which Mr. Chilton surrenders his remaining 348 sh in Arkansas Broadcasting.

WHBC Canton, Ohio—Granted license renewal.

KXOK St. Louis, Mo.—Same.

WSYR Syracuse, N. Y.—Granted license renewal for main and auxiliary transmitter.

KMTR Hollywood—Present license extended for 30 days.

KIEV Glendale, Cal.—Same.

KLZ Denver Col.—Same.

Blue Network Co., New York—Granted extension authority transmit programs to CFCF Montreal, CBL Toronto and other Canadian stations.

KOMO-KJR Seattle—Denied petition for extension licenses for such periods necessary to enable petitioner to complete negotiations and to comply with Sec. 3.35. Designated for hearing license renewal application of KOMO.

KGKO-WBAP Fort Worth and WFAA Dallas, Tex.—Designated for hearing joint petition requesting finding that Sec. 3.35 is not applicable; designated for hearing license renewal applications.

WICA Ashtabula, Ohio—Granted petition insofar as it requests reinstatement of application for CP increased facilities on 970 kc and designated for consolidated hearing with WWSW Pittsburgh.

WWSW Pittsburgh—Granted petition insofar as it requests reinstatement of application for increased facilities on 970 kc and designated for consolidated hearing with WICA Ashtabula, Ohio.

Utica Observer Dispatch Co., Utica, N. Y.—Granted petition insofar as it requests reinstatement of application for new station, 1450 kc, 250 w, unlimited, and designated same for further hearing in connection with Midstate Radio Corp. application.

Midstate Radio Corp., Utica, N. Y.—Granted petition insofar as it requests reinstatement of application for new station, 1450 kc, 250 w, unlimited, and designated for further hearing with application of Utica Observer Dispatch Co.

Finger Lakes Broadcasting System, Geneva, N. Y.—Designated for consolidated hearing with applications of WARC Inc., Rochester, N. Y.; Rochester Broadcasting Corp., Rochester, N. Y. and Seneca Broadcasting Corp., Rochester, N. Y., application for new standard station, 1240 kc, 250 w, unlimited.

Rochester Broadcasting Corp., Rochester, N. Y.—Designated for consolidated hearing relative to above.

Seneca Broadcasting Corp., Rochester, N. Y.—Same.

WARC Inc., Rochester, N. Y.—Same.

WHJB Greensburg, Pa.—Granted license renewal for period beginning June 1, 1944.

Evening News Press Inc., Port Angeles, Wash.—Granted petition reinstate and grant application for new standard station, 1450 kc, 250 w, unlimited, in accordance with Jan. 26 policy and engineering conditions.

WDEV Waterbury, Vt.—Granted license renewal.

KXOX Sweetwater, Tex.—Granted transfer control from George Bennitt, Russell Bennitt, James H. Beall Jr., Joe H. Booth, R. M. Simmons, H. M. Rogers, C. R. Simmons, Harley Sadler, Maynette Doscher individually and as executrix for J. H. Doscher, to Wendell Maves, J. S. McBeath and Mittie Agnes McBeath, by transfer 100% capital stock for $27,646.48.

KQV-WJAS Pittsburgh—Granted 30 day extension from May 31 of effective date of Sec. 3.35.

WLBZ Bangor, Me.—Granted 30 day extension of license.

KGW-KEX Portland, Ore.—Granted 90 day extension from May 31 of effective date of Sec. 3.35. KGW license granted 90 day extension.

KSOO-KELO Sioux Falls, S. D.—Designated for hearing petition requesting finding that multiple ownership rule is not applicable; designated for hearing license renewal application of KSOO.

WEEU-WRAW Reading, Pa.—Denied petition to extend effective date of Sec. 3.35 for 6 mo. from May 31 and designated for hearing license renewal applications.

WMPS-WMC Memphis, Tenn.—Denied petition for postponement of effective date of Sec. 3.35 to Dec. 1, 1944 and designated for hearing license renewal application of WMC.

MAY 31

WABI Bangor, Me.—Granted continuance of hearing date to July 5 re hearing on license renewal application and application for mod. CP.

KQW San Jose, Cal.—Granted CP install new ground system.

Tentative Calender . . .

KSJB Jamestown, N. D.—Mod. license for 600 kc, 250 w, unlimited. Participant-WMT Cedar Rapids, Ia. (June 7).

WMAM Marinette, Wis.—Mod. license for 570 kc, 100 w N, 250 w D, unlimited. Participant-WNAX Yankton, S. D. (June 7).

WGKV Charleston, W. Va.—License renewal and relinquishment of control to Eugene R. Custer and Richard M. Vanable (June 8).

Applications . . .

MAY 29

Elm City Broadcasting Corp., New Haven, Conn.—CP new standard station, 1340 kc, 250 w, unlimited.

KORN Fremont, Neb.—Acquisition control by Arthur Baldwin through purchase 139 sh common stock from Lloyd C. Thomas, Earl J. Lee, S. S Sidner, A. C. Sidner and H. A. Gunderson.

MAY 31

KBKR Baker, Ore.—Mod. license change corporate name to Inland Radio Inc.

KLBM La Grande, Ore.—Voluntary assignment license from Ben E. Stone to Inland Radio Inc.

WIXG Boston—License reinstate experimental television station W1XG on Channel 1. (Returned, necessary to file for CP.)

University of North Dakota, Grand Forks, N. D.—CP new non-commercial educational station (incomplete).

JUNE 1

WTAG Worcester, Mass.—CP new FM station, 43,500 kc, 20,437 sq. mi., $167,500 estimated cost.

WSIX Nashville, Tenn.—Voluntary assignment license from WSIX Inc. to Jno. M. Draughon, Louis R. Draughon d/b WSIX Broadcasting Station.

Henderson Radio Corp., Henderson, N. C.—CP new standard station, 890 kc, 250 w, D.

WMBR Jacksonville, Fla.—CP new FM station, 44,700 kc, 11,700 sq. mi., $68,000 estimated cost.

WMBD Peoria, Ill.—CP new FM station, 48,700 kc, 11,613.96 sq. mi., $53,500 estimated cost.

KUTA Salt Lake City—CP new commercial television station, Channel 2.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Wanted: Holder of 1st class license to serve as chief engineer for 1 KW midwest station in town of 25,000 pop. Station has definite post-war plans, including FM application already filed. State qualifications, references, etc., 1st letter. Write Box 301, BROADCASTING.

Wanted: Program Director - Announcer small CBS station permanent. Box 312, BROADCASTING.

Wanted: Combination announcer-engineer southern network station. Free apartment. Permanent. Box 313, BROADCASTING.

Salesman Wanted—If you're looking for a good future, here's your opportunity: A Kentucky station 250 watt Mutual affiliate. Must be a hustler with a sales record back of you. References required. Box 332, BROADCASTING.

Announcer—Experienced, by 1000 watt Blue Network station in thriving city. Advise age, draft status, references, and whether transcription available. Also your phone number. $56 for 50 hours to right man. Write Manager, WFDF, Flint, Michigan.

Wanted—Transmitter engineer, first class, 250 watt station, pleasant working conditions. Salary open. WBIR, Knoxville, Tennessee.

Announcer wanted. General staff work. Send transcription, outline experience, complete background, age, draft status and salary desired. Write KHMO, Hannibal, Mo.

Situations Wanted

Announcer—Dependable. Industrious. Interested in permanent position where industry and merit will be recognized. Prefer west. Age 26. 4-F. Box 217, BROADCASTING.

Radioman of nine years experience available July 1st. Personality announcer with versatile delivery; audience-building morning and platter shows. Experienced station and sales manager, program director. 30, 4-F, 3 children. Seeking permanent connection of responsibility with commensurate salary. Box 301, BROADCASTING.

Managership open? Thanks for reading this. Knowledge, experience, progressive, complete reliability, youthful, draft exempt, excellent reason for desiring change. Write confidentially and we'll confer. Box 304, BROADCASTING.

Program-Director — Assistant Manager, capable assuming complete responsibility. Program, production, continuity, traffic, office management. Twelve years experience, local, regional and national network affiliates. Also complete musical background. Results guaranteed. Age thirty-nine, married, family. Excellent references. Desire permanent position with network affiliate. Box 314, BROADCASTING.

Bookkeeper and Assistant Bookkeeper, full charge department 5 KW station five years. Available singly or together. Box 326, BROADCASTING.

Announcer—3rd class license. University education. Organist, capable salesman. Minimum experience. Single, 36, draft exempt. Wants work immediately. Box 327, BROADCASTING.

Newscaster, also experienced in general announcing. Sober, reliable, 4F. Box 333, BROADCASTING.

Announcer—Woman. Five years experience as announcer. Box 334, BROADCASTING.

Situations Wanted (Cont'd)

Sales Executive, 48, aggressive capable producer, intelligent business analyst, broad commercial experience handling national and large accounts, seeks attractive permanent connection with progressive Eastern broadcasting organization as Commercial or Station Manager. Now engaged in broadcast equipment sales with large electrical manufacturer. Inquiries invited on strictly confidential basis. Box 328, BROADCASTING.

Chief Engineer, local network station available soon. Transmitter, control room, and recording experience. First phone license. 4F. Box 330, BROADCASTING.

Announcer—12 years one organization. Excellent ad-lib, straight. Years of interviewing, audience participation, special events. Versatile. Draft deferred. Prefer southern California. Box 331, BROADCASTING.

Time Sales Representative — Available now. Lady representative, pleasing personality, 13 years experience basic Network Station, excellent sales record in competitive market. Average earnings $5000 annually. Best references from leading agencies. Accept moderate salary plus commissions. If you want sales increased write me. Box 335, BROADCASTING.

Engineer—First phone. Wants permanent position on West Coast or Rocky Mountain area. Control work preferred. Offer six years experience, reliability, reference. 27, 4F, married. Box 336, BROADCASTING.

Soprano—College-trained, local station experience, any reasonable offer accepted. Box 337, BROADCASTING.

Announcer—Young, versatile, deferred, 2 years experience. Box 338, BROADCASTING.

Announcer available. Good resonant voice. Recently completed best available voice training in Chicago. Familiar with large station and chain operation. Experience includes NBC Public Relations Department. Can handle turntables. Age 17, but competent of doing a man's work. Good connection more important than starting salary. Box 339, BROADCASTING.

Announcer—3 years experience in news editing, newscasting and network. Desires change, preferably New England. Available immediately. Box 340, BROADCASTING.

Young woman—Experienced writing and announcing. Background; Newscasting, writing continuity, acting and commentating. College graduate. Masters from Columbia School of Journalism. Free to locate anywhere. Box 341, BROADCASTING.

Chief Engineer—To assume charge of a station up to 10 kw. Will be available July 1st. Box 343, BROADCASTING.

Chief Engineer: Desire change. Interested in connection Eastern section. Will not consider union station. Ten years experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size unimportant if position offers definite possibilities advancement both in responsibility and remuneration. Box 342, BROADCASTING.

Engineer—17 years experience, resourceful, dependable, best references previous employers, available July 15. Accustomed to complete technical responsibility, have tools and instruments. Qualified present engineering data to FCC. Would invest in progressive station. Box 344, BROADCASTING.

Station Manager—15 years radio-newspaper experience. Thoroughly familiar with programming, selling and administrative work. Now employed manager local network station in major market. Married with family, age 37½, 3-A. Box 346, BROADCASTING.

Psychology, Geography Courses in WMCA Studio

A PROJECT for adult education by radio, using the classroom technique, was announced last week by Nathan Straus, president of WMCA New York. Plan calls for a series of "radio courses" in psychology and geography on WMCA, with a studio class made up of students of local schools, colleges and discussion groups. Courses would also be available gratis to any interested member of the public. Plan calls for two nighttime hours weekly, with each semester constituting 13 weeks. Format would consist of a brief presentation of the subject, followed by "class-room" discussion.

Wanted to Buy

Wanted—One KW and 250 watt transmitters if condition can be made usable. Age no factor. Box 180, BROADCASTING.

Wanted — Broadcast station Transmitter Towers with or without lighting equipment. Box 182, BROADCASTING.

Wanted to buy either 250, 500, or 1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Will pay cash for FCC approved 250 watt transmitter and complete equipment for 250 watt station. Box 291, BROADCASTING.

Wanted to purchase complete equipment for 250 watt station. Cash payment. Box 300, BROADCASTING.

Want to buy—complete equipment for 250 watt station . . . have outlet location for major network, major market; if you prefer partnership, would consider same; can finance installation and start. Write Box 315, BROADCASTING.

Wanted—Broadcast equipment for 1000 watt station. Need everything from turntables to towers. If you have transmitter, frequency monitor, modulation monitor, amplifiers, turntables for immediate cash sale address Box 329, BROADCASTING.

Phasing unit or parts for phasing equipment for directional operation. Two towers, one for five kilowatts, also coupling units for transmission line to vertical radiator. KGGF, Coffeyville, Kansas.

Wanted: F. C. C. approved frequency and modulation monitors Studio Console and associated equipment. P. O. Box 2204, Birmingham, Ala.

FOR SALE

5 kw. fulltime network affiliate on Pacific Coast. Very profitable operation. In your reply state details regarding yourself or whom you represent, and financial background indicating ability to finance purchase.

BOX 286 BROADCASTING

Factory Music Cited

VALUE of music as a factor of industrial safety has been recognized with the presentation of an award to RCA Victor Division of RCA, Camden, N. J. By the Liberty Mutual Insurance Co. Award, in the form of a "Smash the Seventh Column Certificate of Merit" was presented June 3 to the company during the RCA Blue network program, *Music America Loves Best.* Millions of war workers, the citation reads, are now hearing music supplied by Victor and Bluebird records through RCA plant broadcasting systems, constituting a "direct contribution to the relaxation and the greater safety of war workers."

RYAN AERONAUTICAL Co., San Diego, Cal. (institutional), in a 12-week campaign ending July 23 is sponsoring a series of ten transcribed five-minute weekly programs *To Whom It May Concern* on KGB. Agency is Barton A. Stebbins Adv., Los Angeles.

WANTED!

PROMOTION AND MERCHANDISING MAN BY 50 KW

Draft exempt, under 35, must have ideas and initiative. Family man preferred.

50 KW outlet located metropolitan Middle West. Send complete data to Box 347, BROADCASTING.

EQUIPMENT WANTED

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

EQUIPMENT WANTED

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co.
225 E. Bradley Rd.
Milwaukee 9, Wisconsin

WHIP Application To Reopen Heard

FCC Hears Testimony During Five-Day Chicago Session

A FIVE-DAY hearing on the application of Calumet Broadcasting Co., Hammond, Ind., to reestablish WHIP with studios in Chicago and Hammond, was closed in Chicago May 30, with the record left open for later engineering testimony in Washington proceedings.

Before J. Fred Johnson Jr., FCC attorney who sat as presiding officer, Rev. George Courrier, president, and Doris Keane, treasurer, sought to show that the proposed station would serve public interest and that the company was financially sound. A. Harry Becker, of the Chicago office of the FCC, and Sam Miller, Washington staff attorney of the Commission, essayed to show through testimony that the enterprise was not adequately financed.

Among witnesses called by George Porter, Washington attorney and counsel for the applicants, were Rev. Val Karcz, pastor of the Assumption Church, New Chicago, Ind., and George D. Smith, Chicago attorney, both of whom testified they held stock interests in the applicant company.

The facilities sought are 1520 kc with 5,000 w. Equipment for the station was purchased at a receivership sale, after WJWC Hammond-Chicago, had discontinued operation and turned in its license, early last year. Then application to reopen was filed.

Timothy Murray

TIMOTHY MURRAY, 75, president of the Hudson Adv., New York, which he founded in 1904, died May 31 in Yonkers, N. Y.

STRIKE COVERAGE

Conference Carried by Local Stations in St. Louis

VALUE of radio was demonstrated last week when local stations in the St. Louis area provided coverage of the strike paralyzing local transportation facilities. Direct wires from City Hall, where the dispute was being settled, were arranged by KSD KMOX and KXOK. Tribute to radio's service was given in the following editorial which appeared in the *St. Louis Post-Dispatch* June 2:

A remarkable demonstration of radio's usefulness to the community was given yesterday in the street car and bus strike. Thousands of homes got their first word of the surprise tie-up through early morning broadcasts. Workers thus were enabled to make arrangements for reaching their places of employment. In the afternoon, radio stations put the City Hall conference on the air, and this unprecedented broadcast permitted listeners to follow the discussion almost as if they were present. Throughout the day and night frequent bulletins told the public of developments. Radio is contributing materially to both the convenience and the informing of the St. Louis area in one of its most trying periods.

Hettinger Takes Post With Crowell-Collier Co.

DR. HERMAN S. HETTINGER, who retired May 1 as deputy director of the Domestic Branch of OWI, on June 5 joined the Crowell-Collier Publishing Co., with executive editorial duties at New York headquarters. The precise nature of his assignment has not been announced.

Dr. Hettinger resigned last month after nearly two years in Government service specializing in war advertising campaigns. He recently was appointed campaign manager of the War Advertising Council for the Government's economic stabilization program. Before joining the OWI in 1942 Dr. Hettinger was associate professor of advertising and marketing at the Wharton School of Finance & Commerce, U. of Pennsylvania. In that capacity, he originated a number of radio research studies and has engaged in private radio consulting practice for more than a decade.

'Look' on WRGB

A NEW SERIES OF television programs was started June 1 by *Look* magazine on WRGB Schenectady. The premier telecast at 9:30 p.m. featured a mystery from "Photocrime", one of its regular photo-features. Two subsequent programs, June 29 and July 13, will be a television version of "Photoquiz", another of the magazine's pictorial features, and a telecast based on an anti-inflation article which appeared in *Look* last February. Daniel D. Mich, executive editor of the magazine, will m.c. the program.

Expanded Analysis

AS ANOTHER step in its program of expansion, the Cooperative Analysis of Broadcasting has announced that beginning with its June program it will rate five-minute network programs as well as those of longer duration. Inclusion of these ratings is made possible by the twice monthly repetitive interviewing in 81 U. S. cities of 50,000 or more population, CAB states.

Ruppert on 25

JACOB RUPPERT BREWERS, New York, is running a series of musical transcriptions from two to five times a day daily on 25 stations along the eastern seaboard. Brewery has started sponsorship of the Newark Bears International League night baseball games on WHOM Jersey City, in conjunction with *Look* magazine, to continue until the end of the season in September. Ruppert agency is Ruthrauff & Ryan, New York.

Disney Discs

WALT DISNEY PRODUCTIONS, Hollywood, to promote its animated cartoon, "The Three Caballeros", has contracted with Standard Radio, Hollywood, for transcriptions of entire film score, to be released to stations in United States, South and Central America. Recorded in English, Spanish and Portuguese, discs will be sent to approximately 1,000 stations for use in connection with release of the motion picture by RKO Radio Pictures Inc., during July.

Mentholatum Sponsors

MENTHOLATUM Co., New York, on June 12 starts sponsorship of *What's Doin', Ladies* on 14 Pacific Coast stations of the Blue Network, for 42 weeks, using thrice-weekly quarter-hour broadcasts of the five-times weekly program. Contract was negotiated by Blue Spot Sales in New York, through J. Walter Thompson Co., New York. Safeway Stores sponsors the first quarter of the program Monday through Friday.

Comdr. Beltz Moved

COMDR. WILLIS H. BELTZ, for the last three years head of the Shore Group, Radio Division, Navy Bureau of Ships, last week was transferred to the Philadelphia Navy Yard as Radio Materiel Officer. Comdr. Beltz relieves Comdr. S. J. Gustaf, USNR, formerly with RCA. Comdr. Beltz, prior to his call to active duty on July 15, 1941, was West Coast manager for RCA transmitter sales, and headquartered in Hollywood.

Drawn for BROADCASTING by Sid Hix

"For Gawd's Sake Turn That Off, Joe!"

NEWSPAPER GUILD TO CONFER AWARDS

NEW YORK Newspaper Guild will confer three of its annual Page One awards on Norman Corwin, Bob Hope, and Kate Smith respectively, as representatives of the radio industry. Presentation of the awards to 16 individuals, the motion picture industry and a Broadway play, will be made June 10 at the Hotel Commodore, in New York.

Mr. Corwin, CBS writer-producer-director, receives his awards for having "created a unique and lasting literature of the air". Bob Hope, sponsored on NBC by Pepsodent Co., is cited for "his tonic services to the armed forces as the G.I.'s favorite comedian". Kate Smith, who is sponsored on CBS by General Foods Corp., is described as "a great radio performer who has given outstanding services to the war effort."

Arturo Toscanini, conductor of the NBC Symphony, receives the music award for his "militantly anti-Fascist stand". The journalism awards go to Walter Winchell, King Features columnist and Blue commentator, and Ed Sullivan, Daily News columnist, and CBS commentator.

Army V-Discs Are Made Available to the Navy

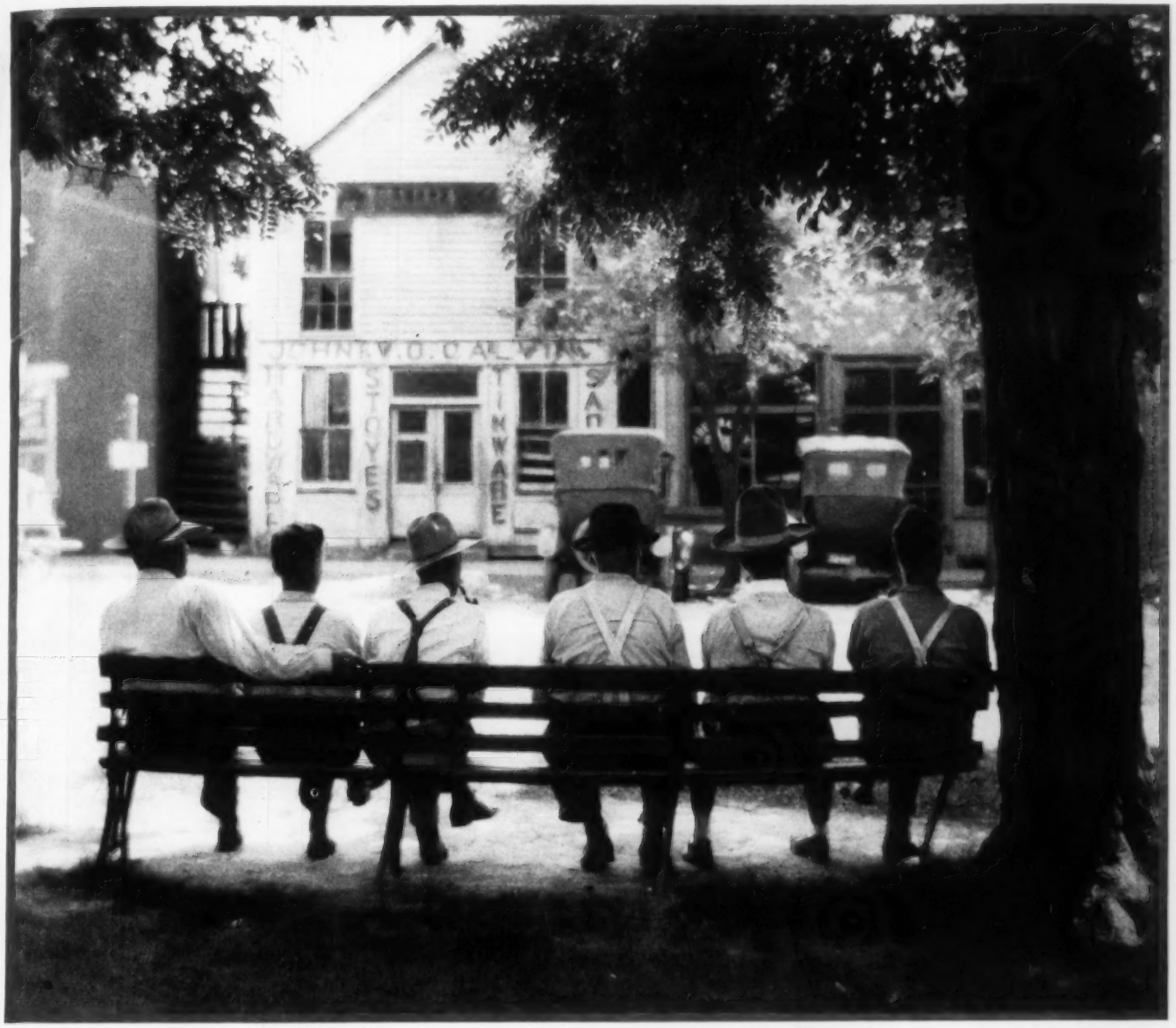
"V-DISCS" prepared and distributed by the U. S. Army Special Services Division for use in Army camps here and abroad, will be available to the Navy about July 1. The Navy has appropriated funds for 36,000 discs a month for its own use. Other branches of the armed forces may follow suit. The Army is now sending overseas 160,000 discs a month, and an additional 24,000 to hospitals in this country.

A portion of the material is made up of selections from radio programs with commercials deleted, but about 85% consists of specially built acts, with talent contributing their services.

S. A. Rate Change

AS A result of talks between the American delegation to Bogota, Colombia [BROADCASTING, May 15], it was announced the Colombian Government, subject to approval of Colombian Congress, agreed to a 26 cents basic word rate on ordinary northbound telegrams to the U. S. This new rate approximates that proposed by the FCC in its order effecting reductions beginning July 1943 on rates charged by U. S. communications carriers on Inter-American telegraph service. The Colombian Government has also agreed, subject to approval by the Colombia Congress, to make the same northbound rates applicable to all types of telegrams whether carried over RCA Communications Inc. or all America Cables & Radio. At present, RCA's northbound rates from Colombia are lower than those of all America. The State Dept. has received word that the new rates had been confirmed by the Colombian government.

KRAFT CHEESE Co., Chicago, will take its half hour program, *The Great Gildersleeve*, Sundays, NBC, off the network July 2, returning Sept. 30.



NASHVILLE, INDIANA... *Nice To Come Home To*

From the green-lawned homes within the town,
From the fertile farms beyond, along the red-sand roads,
From the cabins clinging to the hillsides...
To all the places of the earth where war is waged...
Sweethearts, brothers, sons and fathers
Have gone from Nashville.

So relatively few, you say?
No, they are relatively many out of few!
So many blue-starred flags wait in the windows;
So many anxious hearts greet each tomorrow
With hope, with apprehension...
Eagerly snatching at morsels of news.

Their precious letters have replaced tall tales.
When cronies gather at the Liars' Bench;
Across the grocer's counter, tidings are exchanged:
"John's won his corporal's stripes".
"My boy's at Anzio".
"The wire said 'killed in action'".

But they'll come back
To the green-lawned homes and the fertile farms
And the hillside cabins...
Back to Weedpatch Hill, and Salt Creek,
And Echo Lake, and Yellow Wood Lake...
For these are wonderful to come home to.

Meanwhile, this is our sacred trust:
To follow them around the earth,
And bring the news of them to these friendly homes
Where ours is a welcome familiar voice.

WLW

The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION